

FEBRUARY

1981

50¢

THE REPORTER OF

Direct Mail

advertising



THE UNIQUE TYPEWRITEABLE STENCIL, heart of every Elliott System, saves space, costs little, gives thousands of clean impressions.

"OUR ELLIOTT ADDRESSING SYSTEM PAID FOR ITSELF IN THE FIRST YEAR," reports the Motor Club of Iowa

"The efficiency of our Elliott System let us cut our staff from 9 to 4 — while our mailing list doubled from 40,000 to 80,000."

Whether your list is big or little, Elliott can speed up your mailing and save you money.

ELLIOTT INDUSTRIES
Manufacturers of Elliott Addressing Machines and Data Imprinting Systems

Elliott Industries, Inc.
143 Albany St., Dept. DM-21, Cambridge, Mass.

Please send me information about the cost saving Elliott Addressing System suited to my mailing list, which is.....

Name & Title.....

Company.....

Type of Business.....

Street & No.....

City..... Zone..... State.....

**Everyone
reads between
the lines**



When a druggist studies your catalog, he sees more than just text and pictures. Unconsciously *he reads between the lines* for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you. *S. D. Warren Company, 89 Broad St., Boston, Mass.*



printing papers make a good impression

FINE PRINTING PAPERS FOR ADVERTISING LITERATURE AND THE PUBLISHING OF BOOKS

TENSION

**ENVELOPES
CAN MAKE A
DIFFERENCE!**



1. Complete, quick, solid sealing IS YOURS with Tension's special gums. And Flaps lay Flat (no buckle, snags, or curl) for smooth operation on mailroom and inserting equipment.

2. Smooth, trouble-free inserting is further guaranteed by the extra high throat. Eliminates make-ready for in-plant printing, too.

3. Extra-wide seams give you strength that stops annoying, often costly curl and warp.

4. "Solid-Seal" address-saver Tension Envelopes means snag-free inserting, snag-free metering. No insert jams—no envelope tears and losses.

There are differences in envelopes which can mean a real saving in dollars and time to your company! You CAN have... faster mailroom handling, reduced envelope cost, more favorable impressions on your customers... with Tension Envelopes.

Attach Coupon to Your Letterhead

COMPARE FOR YOURSELF!



SEND FOR
FREE SAMPLES
TODAY!

383

TENSION ENVELOPE CORP.

Campbell at 19th St., Kansas City 8, Mo.
Kansas City • Ft. Worth • Des Moines
Minneapolis • St. Louis • Memphis
So. Hackensack

THE REPORTER OF

Direct Mail

advertising

Vol 23, Number 10

February, 1961

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HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making** money.

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

And you needn't suspect our motives in making this free offer. True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

The Creative Division OF JAMES GRAY, INC.

216 East 45th Street, New York 17, N. Y.
MURray Hill 2-9000

INSIDE OCCUPANT MAIL

OCCUPANT
239 N. 4th St.
Columbus 15, Ohio

REPORT OF A SUCCESS:

John Q. is sales manager for a large centrally located retail store. He had recently tried an Occupant Mail promotion to outlying areas without much success. John Q. had reasoned this way:

"We pull a lot of customers from these high-class outlying neighborhoods. I've seen many orders from these districts. I want to build up our customers in these neighborhoods. With Occupant Mail I can really saturate the neighborhoods."

The response was not enough to warrant the advertising. John asked for the advice of OMLA's experts. The experts reasoned this way:

"All stores have fairly definite trading areas which are in the immediate vicinity of the store. Customers pulled from outlying neighborhoods are probably occasional stop-ins. These customers were probably noticed and remembered because of their uniqueness, rather than their constancy. You should find your true trading area to be in the neighborhoods close to your store. Therefore, we suggest that the addresses of your customers be located on a map so we can see just what kind of a trading area you have."

OMLA's experts were given the file of customers and they pinned the addresses. Red pins were used for one-time customers, blue pins for customers who had made more than one purchase.

The blue pins and red pins formed a scattered pattern. Blue pins were mostly concentrated in nearby neighborhoods, red pins were scattered all over the city. OMLA's experts reasoned:

"Pinning the locations of your customers definitely indicated a trading area for your regular customers. Although you have a few customers scattered in outlying neighborhoods, most of your business comes from the customers in your trading area, as indicated by the pins. If you had a branch store in an outlying neighborhood, Occupant Mail would be profitable for that store; but, since your store is centrally located a mailing into outlying neighborhoods could not pull enough to make it pay, but a mailing into your true trading area should prove profitable."

John Q. acted on this advice and mailed into his true trading area with very satisfactory results.

Today, John Q's store has two branches in shopping centers, and he is pulling customers from the trading areas of each of his stores with Occupant Mail Advertising.

YOUR TRADING AREA IS YOUR ADVERTISING TARGET... HIT IT!!!

Write for your free copy of Will Storing's booklet "How to Think About Occupant Mail Advertising."

Sincerely, Les Cullman, President

OMLA
OCCUPANT MAILING LISTS OF AMERICA, INC.
239 N. Fourth St., Columbus 15, Ohio



SHORT Notes

DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

□ **THERE'S A DANGER** in being too professional-looking in non-profit mailings. A frequent question from religious groups asks advice on how to dress up mimeographed bulletins or newsletters. Our opinion is... go careful; don't try to appear too slick or professional. Mimeographing gives the impression to the reader that this is something done for a small, select group; it indicates that it is a timely document. If this is the impression that your kind of bulletin gives, your chances of readership are a lot greater than if you provide a handsomely printed, too-professional-looking kind of bulletin.

□ **COLLECTING ANTIQUE** direct mail pieces is a hobby of Hy Radin's (Hy Radin Associates, 150 E. 35th Street, NYC). Some of the pieces are wonderful. A postcard for Dr. Thomas' Eclectic (sic.) Oil promises that the good doctor's magic elixir will cure a toothache in 5 minutes, a back ache in two hours and deafness in two days... among other wonderful healing powers. And where else but on an 1885 d.m. postcard could you find a man's overcoat offered for \$5.00. Hy and his collection were a recent subject in Joe Kaselow's always enjoyable *Herald Tribune* column, Along Madison Avenue.

□ **A SAMPLE PACKET** of unusual and interested printed pieces is available from The Beckett Paper Company, Hamilton, Ohio. Each sample is indexed showing name of company concerned, who printed it, type of printing process and grade of paper. A limited number of these packets are available to readers by writing David L. Belew at The Beckett Paper Company.

□ **THE SEVENTH EDITION** of "100 Books On Advertising," compiled and annotated by Robert W. Haverfield, associate professor in the University of Missouri School of Journalism, has been

published. The volume offers a selected list of books on the principal fields of advertising and is designed for the student or the professional advertiser. Copies may be obtained free by writing to the Dean of the School of Journalism, University of Missouri, Columbia, Missouri.

□ **OUR DISTAFF READERS** can be of help to George Black, president of Black-Russell-Morris agency, 414 Elizabeth Avenue, Newark 12, N. J. George is working on a research report which may end up as a booklet on "Women in Industrial Advertising." Our female readers in the industrial field can do George a favor by dropping him a note with the following information:

1. Full name.
2. Company for whom you work.
3. Responsibility and brief description of job duties.
4. Education.
5. Previous work experience.
6. How you got into industrial, advertising.

George wants to include those associated with all of the advertising tools—space, direct mail, publicity, media, production, art, etc.

□ **A COLOR POSTCARD** to 18,035 shoppers offering 10¢ off the regular 89¢ price of Ramsey Black Cherry Ice Cream resulted in an 11.6% redemption. The ice cream, packaged by Miller Dairy of Cambridge City, Indiana, provided an excellent test flavor since it is not overly popular. Card was printed on heavy ice cream carton stock. Full color illustration was identical to the ice cream package giving the card double value, since non-redeemers might buy the ice cream upon recalling the card. Sales represent a 1,260% increase in sales of half gallons, 151% increase in sales of gallons, and 350% increase in bulk sales over the same period last year.

□ **A TELEPHONE MESSAGE BOOK** that keeps a complete and accurate record of all incoming phone calls and

Mohawk Superfine _____



CHICKADEES, A LITHOGRAPH BY STOW WENGENROTH

Text,
Cover
and
Bristol

The receptive, uniform surface and unusually good dimensional stability of this finest of text papers assure outstanding performance on the press. And the rich feel and appearance and spotless cleanliness of Mohawk Superfine add an extra dimension of prestige to the printed piece.

Mohawk Paper Mills _____

ACCEPT THIS
typical monthly issue of the
**CLIP BOOK
OF LINE ART**
as a Bonus Gift along with
a Trial Subscription



THREE CLIP BOOKS—32 one-side 5x8" pages—20 ready-to-paste proofs of "Sales" situations—14 art proofs of "Crowds" walking, cheering, etc.—18 "Announcers," newsboys, town criers.

EASY! CLIP & PASTE

these art proofs just like type proofs! Quality art improves low-budget paste-ups. Saves time and money in the bargain! Three brand new "Clip Books"—32 "Kromekote" pages with dozens of line drawings—released every month. Realistic, light humor, stylized, decorative art for offset, letterpress, silk screen printing. Also three 5x8 card indexes and 16-page "how-to" booklet each month. Only pennies a day—no extra reproduction fees. Typical issue, above, yours as a gift when you subscribe. Cancel anytime. Or return everything after 10-day examination without cost.

10 DAY FREE TRIAL!

HARRY VOLK JR. ART STUDIO
PLEASANTVILLE 3, NEW JERSEY

Enter our subscription to the "Clip Book of Line Art" starting with the current monthly issue—and send us Sales, Crowds and Announcing as our bonus gift. I understand that we may stop service at any time, just by notifying you. Or that we may return everything within 10 days without cost or obligation.

- ☐ BILL QUARTERLY @ \$23.85
☐ ANNUALLY @ \$71.40

SIGN

Please sign your name above, clip and attach to purchase order, letterhead or business card.

messages is being published by Cromwell Printery, Church & Bleecker Streets, Albany, New York. The book, plastic spiral bound, contains 400 perforated message blanks which tear out easily. Carbon copies are recorded on unperforated full sheets. These remain in the book for reference. Imprinting and numbering available on request. Full information available by writing the publisher above.



☐ **RECEIVED A LETTER** a short while ago from reader K. W. Weeks Jr. of The Walton Company of Hartford, Connecticut. Commenting on KOREC-TYPE and its sister products, he cautioned that the powder-eraser material can only be used on white letterheads. On Walton's canary letter head it left unsightly white smudges. Good news, Mr. Weeks. We discovered recently that several powder-eraser manufacturers produce their product in canary, blue, green and rose. Don't know which ones for sure. Again, better check with your local dealer for details.



☐ **"IT WAS 1885"** is the title of a good-looking, 8-page, 8 1/4" x 8 1/4" folder issued by Keller-Crescent Co., 16 South-east Drive, Evansville 8, Ind., celebrating their 75th year in business. Prominently displayed on front, back and inside cover are reproductions of the special delivery postage stamp which was authorized just 75 years ago. It then sold at 10¢ per stamp. Also in the same year, a German immigrant named Ottmar Mergenthaler received his first patent on the Linotype machine which made possible the huge growth of the printing industry. In that same year, the Keller-Crescent Co. was launched. A good job.



☐ **A REFRESHING POINT OF VIEW** from novelist Christopher Isherwood in a sales letter promotion for a publication called *Vedanta and the West* (bi-monthly). The last paragraph reads: "I won't attempt the usual commercial blackmail of saying 'Hurry, because this offer is limited.' It isn't. But, the longer you delay, the more you will miss!"



☐ **WARNER P. SIMPSON CO.**, 873 Williams Avenue, Columbus 12, Ohio, recently won two awards at the P.I.A. Self-Advertising Exhibit. One award was for five small 2 and 3 color mailers (similar to studio cards). The other was for a large promotional piece 9" x 18". It is truly beautiful. Cover (on heavy

stock) shows a stylized drawing of a cocoon on a tree branch and caption: "As the drab cocoon brings forth . . ." Inside a striking multi-colored butterfly, die cut from a parchment-type paper and pasted on the spread. Copy reads: "As the drab cocoon brings forth a vivid, flamboyant butterfly . . . so can truly creative art transform a merchandising idea into brilliant reality . . ." And so forth. Excellent.



☐ **PUBLIC RELATIONS PEOPLE** who want to make their press releases more exciting could use as a model a recent press release from P. H. Glatfelter Co., Spring Grove, Pa. To dramatize the company's close approach to its 100th anniversary, the advertising people have designed new trademarks and symbols. Reproductions of these symbols with pictures of the plant were enclosed in a heavy indexed filing folder clearly marked "Press Release" but with a tinted background of paper-making machinery. Very effective.



☐ **THE STATE TAX SITUATION** is still worrying mail order people, but we don't know whether it's nearing any sort of solution. Remember that back in 1959 Congress passed S.2524 which gave some relief from state taxation of out-of-state companies' income or profit from goods sold within the state when there is no branch office or warehouse operation. The bill became Public Law 86-272 and one of its provisions required further study of the matter by the House Judiciary Committee which must report sometime in the new Congress. What is worrying mail order people now is the increasing number of states (about 27 at present) which are adopting legislation authorizing reciprocal agreements with other states whereby an advertiser becomes liable for a variety of taxes in the state into which his advertising goes or his goods are sold, even though he does not maintain a branch or a salesman in that state. It's a heck of a mess! And if this trend toward setting up state barriers is not stopped . . . maybe one of these days we will all have to carry passports and visas to permit us to travel between Florida, through Georgia, South Carolina, North Carolina, Virginia, Washington, D. C., New Jersey to New York. Our advice to friends who inquire so far is . . . if you receive a demand for sales taxes from a state other than your own, refuse payment and if you are threatened or sued . . . fight it. In the meantime, you or your attorney can keep abreast of the situation either through the Advertising Federation of

HICKOK selects PARCHTEX®!

...an Elegant Paper for an Announcement of *Elegance*

This series of four 11 x 17 scrolls, beautifully lithographed in four colors and gold by the Christopher Press, Rochester, N.Y., on Sorg's Natural PARCHTEX, was designed by HICKOK to announce their "Hickok Heraldics" a new line of luxurious belts and leather goods. Hickok's advertising agency—Kastor, Hilton, Chesley, Clifford and Atherton, Inc.—created a theme background for the promotion that was centered around King Arthur's Court, and had the scrolls mailed in teaser sequence from Camelot, England, the site of the Camelot of the Round Table legend. PARCHTEX was selected by Marguerite S. Bohmer, Director of Advertising and Display for Hickok, because it added the desired touch of antiquity and authenticity.



Your Sorg distributor will be happy to furnish you with a PARCHTEX Swatch Book showing the full line of sizes, weights, and colors carried in stock.

Elegance... charm... glamour... dignity... distinction—PARCHTEX has them all! That's why so many printers and advertisers are choosing PARCHTEX, with its luxurious appearance of fine parchment, to set their printed pieces above and apart from the ordinary.

Whatever the job—be it a single-color letterhead or a big, multicolor brochure—PARCHTEX provides the impressive touch that wins sales and influences customers. Try PARCHTEX yourself! You'll be delighted with its rich, velvet-textured look, and the ease with which it performs in both pressroom and bindery.

Ask your Sorg distributor for the new PARCHTEX Printed Samples Portfolio, and for sample sheets of PARCHTEX in both the 24 lb. text weight and 65 lb. cover weight, in Green, Blue, Pink, White, and Natural. Phone him today!



THE SORG PAPER COMPANY • Middletown, Ohio

Manufacturers and Converters of Stock Line and Specialty Papers

Offices in NEW YORK • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

SORG STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND
MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • TENSALUX
GRANITEX • PARCHTEX

**Everyone's favorite
reading . . .
is right at the top of**



SEN-BAK[®]

Your customer's name and address lead off your SENBAK message . . . which means that SENBAK gives your message *personalized* impact.

And you get three-way pulling power. SENBAK gives you the name on the envelope . . . on the letterhead . . . on the reply card or envelope . . . with *one* addressing.

Your saving on addressing alone will pay for the SENBAK package . . . and the *extra* pulling power of the SENBAK package is yours as a bonus.

For samples, your *free* Direct Mail Idea Kit, and a free subscription to our continuing Direct Mail Idea Service, just return the coupon below.

Dept. 5, **SENBAK**
1355 New York Ave., N.E.,
Washington 2, D. C. LA 9-1727

Gentlemen:

Please send me free, my SEN-BAK Mail Idea Kit, and enroll me as a subscriber to your Direct Mail Idea Service.

Name (Please print)

Title

Company Name

Street Address

City Zone State

America or the Direct Mail Advertising Assn. And it might be profitable for you to talk to your Congressman about the mess which would result if you have to pay sales taxes to every state into which you ship your mail order merchandise or service.



☐ **FLORIDA SUPREME COURT** recently ruled that Motorola Inc., is not responsible for collecting the Florida sales tax on advertising materials it sells to its distributors in the state. The court held that the Chicago television, radio and phonograph manufacturing firm sells the advertising materials to its Florida wholesalers for resale to the retailers. Under the regulations of the comptroller, commodities sold for resale are not taxable, the court said. Attorney Morton Simon for Advertising Federation of America, please note.



☐ **LETTERING FOR FINISHED** artwork can be made easier through use of new "Instant Lettering" sheets, manufactured in England, and distributed in this country through Arthur Brown & Bro., Inc., 2 West 46th Street, New York 36, N. Y. Letters, available in a variety of sizes and faces, come on 10" x 15" plastic sheets. The letters are transferred to art board (and most other materials, for that matter) by placing the letter on the board and rubbing it with the fingernail. The entire letter is transferred from the plastic sheet to the board. Letters are a deep jet black with clear sharp edges. Letters are also available in opaque white for reverse layouts. Cost per sheet for most sizes is \$1.50. A sample and catalogue of type faces are available from Arthur Brown & Bro., Inc., at above address.



☐ **IF YOU'D LIKE TO** read some interesting direct mail case histories (including facts on creative techniques, costs and results) you may want to put yourself on a list to receive a series of mailings from The Envelope Manufacturers Institute of Canada. This series will start in February and will be prepared by Garrett-Hodson Limited, 47 Colborne Street, Toronto 1, Ontario. Write them to have your name added to the list.



☐ **A SERIES OF MAILINGS** to marine dealers brought over a 12% response to Wagemaker, boat manufacturing firm at Cadillac, Michigan. Six mailing pieces were sent to the list of 3,568. The theme of the pieces was "a giant has arisen in the industry." Each of the six was illustrated with a cartoon drawing of a

gigantic sailor dressed in striped tee shirt, duck pants, and sailors hat. None of the first five mailers identified the company, and the fifth had a reply card which recipient could mail in to learn about the unidentified company's dealer-oriented sales program. The sixth piece identified Wagemaker. The business reply cards on the fifth mailer had carried the address of Wagemaker's ad agency, who had forwarded the inquiries on to the company. Wagemaker capitalized on the exposure of the seafaring giant by displaying a 12' high cut out of the character at a trade show held shortly thereafter. In addition, Henry Hite, who stands 8'2" and weighs 280 lbs. wore the sailor costume and circulated among spectators at the exhibit.



☐ **THE CONTINENTAL EUROPE MARKET GUIDE** with information on over 80,000 leading businesses in 19 countries has been published by Dun & Bradstreet, 99 Church Street, New York 8, N. Y. It's 1,400 pages are organized geographically, by countries and cities within countries, and alphabetically by business name under city. A section of salient economic statistics is provided for each of the 19 countries included.



☐ **MAILINGS FROM MILAN** were an integral part of a two-week promotion staged by Zanesville, Ohio, clothing retail store Talley & Zulantz. Store's promotional theme was on imported goods (English tweeds, Italian felts, African capeskin gloves, etc.) and decor of the store included banners, pennants, flags and posters. The store's 2,700 list received the mailing from Milan inviting them to shop, and while customers didn't break down doors buying up stock, results were encouraging.



☐ **NOTICE TO MAIL ORDER OPERATORS:** We've warned you previously to set up some system of spotting no-pay artists . . . to train employees to watch for "coincidental addresses" but with different names. This is to tell you that postal inspectors are interested in latest developments and are working to catch the culprits wherever they are. If you run into cases of repeated orders from the same address . . . where recipients of merchandise (under any name) refuse to pay . . . report immediately to local postal inspectors, no matter how petty the amount. The Post Office cannot collect money for you, but they can stop or prosecute those who use the mails to defraud. Sorry to say, most of the petty



Talk about problems! There was the necktie. There was the shirt. And *you*—grimly determined to tie your first knot.

So you pulled and you twisted. Got tangled and started again. Then (you didn't remember *how*) you did it.

A knot! Hardly perfect, of course. But good enough to be proud of.

Those were the days when you met your challenges with little else but determination. Today, you have a rich store of skills and experience to draw on. Your printing shows it. Your pride reflects it.

Pride. We share it with you. Because good printing begins with good papers. And that's the only kind we make.



ATLANTIC FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, ME





What you should know about Atlantic Opaque's new whiter white

Place this sheet of Atlantic Opaque next to any other sheet. In most cases, you'll see a startling difference in *whiteness*.

This extra whiteness can enhance your printing in many ways. Blacks are much deeper. Colors more luminous. The whole page takes on a new sparkle.

And—true to its name—Atlantic Opaque minimizes show-through. *Even in lighter weights*. An ideal paper for envelope stuffers and inserts.

Finally, Atlantic Opaque gives you all the quality essentials for good printing: uniform trim, even caliper and bulk, controlled moisture content. No wonder this paper reduces press preparation to a minimum!

Atlantic Opaque is available in Regular, Vellum and distinctive Deep Etch finishes. Ask your Eastern Franchised Merchant for samples. Or write us direct.

EASTERN FINE PAPERS

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, ME.



Production facts: This insert printed offset on new, brilliant white Atlantic Opaque, Regular finish, basis 80, on a 52 x 76 4-color press, 30 up at 4,000 IPH. Sheet size 50 x 76 1/2. Color sequence was yellow, blue, red, black. Press plates were deep etch aluminum from 175-line screen positives.

crooks have their names planted on many lists so they naturally have access to numerous order blanks. Please send us copies of any complaints you make to the Post Office Department.

IT HAS BEEN A LONG TIME since the printing industry has received such a flattering notice in a national business publication . . . such as the one which appeared in *Barron's*, business and financial weekly, back in November 1960. In case you missed it, you can get a reprint from Bill Clawson of Harris-Intertype Corp., 55 Public Square, Cleveland 13, Ohio. Tells all about the technological advances in printing in the last 20-year period. Worth reading.

TWO TIPS FOR MAILERS: If you use self-mailers, please do not seal them with wire staples. All those we have received recently so sealed . . . have been torn and defaced in opening. Makes a very bad impression on the recipient. Second tip: If you use plastic gadgets or plastic-contained puzzles in your promotion pieces, be sure they are packaged correctly. Before making any large mailing, have a few samples sent to yourself or to close friends. See how they go through the mail. If they get broken in transit, improve your package. Most of the plastic gimmick mailings The Reporter has received in the past month or so have been broken and therefore their usefulness was destroyed. Be sure your envelope or your box is strong enough to carry the plastic device inside.

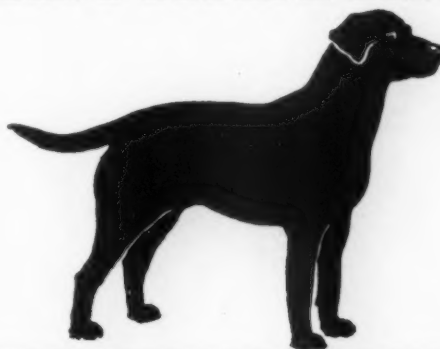
FIRST ANNUAL REPORT to reach us for the year 1960 came from the Harnischfeger Corp., 4444 W. National Ave., Milwaukee 46, Wis. The 12-page, 8½" x 11" report explains for stockholders the earnings and workings of this \$85 million sales manufacturer of heavy industrial equipment and prefabricated housing. Production of the report is a graphic arts work of art. Full-color photographs and artist's drawings. A good model for future annual report designers to follow.

AN ALWAYS INTERESTING HOUSE MAGAZINE (only four pages) is *The Little Gazette*, edited by Gerald Horton Bath for Judd & Detweiler, Inc., 1500 Eckington Place N. E., Washington 2, D. C. One short monthly feature is headlined, "What's Old?" Then a well-known proverb is quoted with its sources underneath. For instance, "Let us let bygones be bygones" was first written by Epictetus (1st Century A.D.). "Don't

Ansa-Letter

IS LIKE A

LABRADOR RETRIEVER!

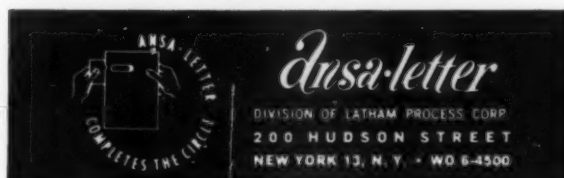


For centuries, dogs have been bred for special purposes. By the selective process, man has succeeded in perpetuating and intensifying certain desired characteristics and eliminating others. The Labrador retriever is one of those especially developed for pointing, flushing out and retrieving game . . . and is known for its ability to pursue its quarry.

And that's the story of Ansa-Letter! It will point, flush out and retrieve prospects and customers for you. The reply form in the pocket will pursue your quarry until the form is pulled out and dropped in the mailbox.

You get added returns, inquiries, orders when you send Ansa-Letter. Lowest cost of all die-cut letters, it will reduce the cost of your mailing program, and of each valued answer. Test it soon.

For complete price schedule, sample formats, write on your letterhead to Mel Berlin S/P/M.



CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in time and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

NATIONAL
BUNDLE TYER CO.
Blissfield, Michigan

ENTERTAINMENT COSTS CAN EAT YOU UP

You can get plenty of business by entertaining at conventions, expensive night clubs, at an Arizona ranch, Canadian cabin or Florida yacht basin. You'll get orders but their cost will play hob with your sales budget. The trick is to do as much entertaining as possible at a cost of dimes instead of dollars. You can do it with the motto campaign. It's economical, effective, exclusive. Write on your business letterhead for information.

LET'S HAVE
BETTER MOTTOES ASSOCIATION
2127 East Ninth St.
Cleveland 13, Ohio



Having "SIGN-US" Trouble?

Does your mail order copy lack the hard sell AND ACTION to slash the sale? Let us add the Bott touch. Individual assignments or complete programs.

"That Jellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

count your chickens before they are hatched" is credited to Aesop (6th Century B. C.). "Father of his country," title given to Cicero by Cato (95-46 B. C.). Now that Boyce Morgan has gone back to Kiplinger . . . hope McAdle Printing Company will find someone to continue the hilarious Pompous Proverbs.

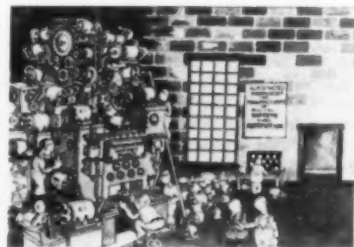
♫
☐ **A DRAMATIC MAILING** was used by a Queens New York distributor of fire safety equipment. Mimeographed letter was sent to prospect along with a hand-filled-in check drawn on a local bank, in the amount of \$5.00. Recipient and his wife could have check countersigned by sales rep if they would witness a demonstration. No obligation, of course. It's a shame that a hard-hitting approach like this had to be used by an outfit of dubious reputation. We checked the local Better Business Bureau, found out that this outfit specializes in high pressure scare tactics. Business operates on a referral system with customers getting commissions for each referral they make that leads to a sale. Prospects are not informed that the call's purpose is to sell the equipment. Numerous complaints have been registered with the BBB in New York, primarily for sales methods and slow pay on referral commissions. When you receive a mail promotion of doubtful honesty, or are pressured to buy something with high-handed tactics, notify your local Better Business Bureau office.

♫
☐ **A TEST MADE RECENTLY** by *Electronics World* showed interesting results. Two identical letters were mailed out on the same day, each to 1000 names, asking the recipient to answer two questions on a stamped reply card, and mail in. Difference in the second letter was a shiny new quarter glued to top of the sheet, with an additional one sentence reference to the quarter in the "thank you" last paragraph. Results showed that the letter with quarter pulled 59.2% and the letter without quarter pulled 35.6%. If you're making a survey and want the highest returns possible, you might consider this angle, though it adds \$250 per M to mailing costs. We understand from *Electronics World* that returns from letter with quarter were of slightly higher quality.

♫
☐ **WANNA JOIN A CLUB?** This one is right up our alley. Seems a young columnist named John Wilcock who writes for Greenwich Village's *Village Voice* has started a Junk-Mail-of-the-Month club which he has been actively promoting in leading New York daily papers. From his space advertising, here's

his *modus operandi*: "I'll record your name and address on an old envelope in my hip pocket. Sometimes I'll buy things. If I don't lose your name and address and I can afford to buy a stamp, I'll mail it to you when I happen to go past a post office. I'll try to think of you monthly, and the minimum retail value of the goods will be \$3.00." His copy lead-in in bold type reads: "Is Your Mailbox Mimeographed? Tired of getting junk mail from people you don't know? Try getting junk mail from someone you do know . . ." We tried to call Mr. Wilcock at his Perry Street pad in the Village, but we learn he's off to Mexico, probably collecting enchiladas which he will send next month to members. Can't give you any more information until he returns, but keep your eyes peeled for further developments.

♫
☐ **"A LITTLE NONSENSE** now and then is relished by the wisest men" is a quote which introduces the 1961 calendar issued by Minneapolis-Honeywell Regulator Co. (Industrial Products Group), Philadelphia 44, Pa. These poking-fun-at-industry, mirth-provoking calendars have been issued since 1938, all



"This proves that automation doesn't cause unemployment."

designed by William C. Eddy, an Indiana business executive. It's his way of letting off steam. Eddy, a retired Navy captain, is founder and president of Television Associates, Inc., Michigan City, Ind., an electronics company with an aerial map-making subsidiary. The calendar cartoons keep in tune with the times even though their format hasn't changed over the years. The 1961 edition (mailed to 85,000 customers and prospects) takes cartoon swipes at brains behind electronic "brains," automation, missiles, industrial miniaturization and scientific research. There is a cartoon for every month in the year. If you can't get a copy of the 1961 edition, get your name on the list early for the 1962 issue now being planned.

♫
☐ **HERE'S ONE FOR THE BOOKS:** A certain advertising agency has been doing a grand self-advertising job by weekly mailings of a "Marketing Memo."

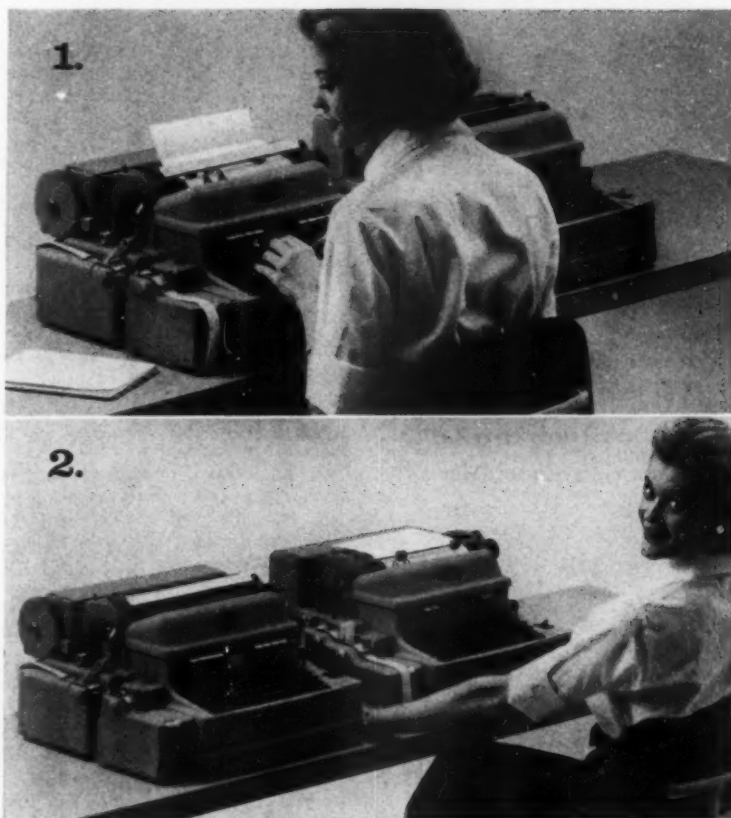
Each issue contains two or three short paragraphs of advice on how to handle some phase of advertising. A recent "Memo" discussed how your envelope must command attention and arouse interest; how an envelope "teaser" sets the stage for your sales message and makes the prospect wildly curious; start your sales message on the envelope in words or pictures but don't tell too much, etc. All very good, but the joker is: the memo was sent out as a self-mailing card. No envelope!

♫
AN INTERNATIONAL DIRECTORY of merchants, manufacturers, and shippers is available from Kelly's Directories, Ltd., Rm. 1109, 220 E 42nd Street, New York 17, N. Y. Contains complete and revised lists of importers, exporters, bankers, manufacturers, and wholesalers for England, Scotland, and Wales, London, and virtually every country in the world, according to the publisher. Book has over 3,500 pages. It lists and classifies more than 800,000 firms in as many as 125 countries. If interested you should ask about the 74th edition of "Kelly's Directory of Merchants, Manufacturers and Shippers." Price is \$22.50.

♫
NICE CIRCULATION PROMOTION effort by *Domestic Engineering*. If prospect would take a two year subscription for \$8.00 (20% off regular price), *DE* would send him a Qualified Contractor Kit. This kit features promotion and publicity items that he could use to enlarge his business. Included would be newspaper releases, booklet, outline of a talk that could be given before civic groups, three newspaper ads, a direct mail letter, store posters, and a window decal. If subscriber is dissatisfied with magazine after receiving a few copies, he can cancel and still keep the Kit.

♫
IN DECEMBER 1960 REPORTER (page 38) we told a story about a long, long delay in returning third-class mail to the sender. The returned mail from one addressee reached the sender all on one day covering a period of nearly twelve months. After writing the article, we submitted the evidence to the Post Office Department in Washington thinking that such a delay merited an investigation. An investigation was made and we now have a report. It really wasn't the fault of the postal service. This is what happened: The addressee firm had gone out of business. There was no indication that the premises of the firm were unoccupied since equipment and furnishings were intact. No change of address had been filed. Letter carriers

Coldtype copysetting in two easy lessons



This is how composition looks when the operator (any office typist) first types it on the Recording Unit of the Friden Justowriter. As she types, she produces this visual proof and a punched paper tape which contains all the letters, spaces and carriage movements in the copy--plus a special justification code that records how many spaces each line is over or under the right hand margin. Because the machine counts these justification spaces automatically, the operator is able to type this copy at her normal rate of speed.

After the first typing, everything else is automatic. The operator removes the tape from the Recording Unit, places it in the Reproducing Unit and presses a button. That's it. The Reproducer types the copy on a repro proof or direct-image plate at 100 words per minute, automatically justified and without errors. There is no faster method of setting straight matter for reproduction. And none cheaper by a long shot. Users report that the Justowriter produces best quality work, in less time, at lowest cost. Your local Friden Systems Man has full information. Or write: Friden, Inc., San Leandro, Calif.

© 1960 FRIDEN, INC.

Copy for this ad was set in 10 point Booktype, reduced to size. Many other type faces available.



Frident

SALES, SERVICE, INSTRUCTION THROUGHOUT U.S. AND WORLD

get the professional approach

... to your

DIRECT MAIL



For a FREE roster of members of MASA, the professional creators and producers of BETTER direct mail, write to:

**mail advertising
service association**

INTERNATIONAL
622 5th St., N.W.
Washington 1, D.C.

HORAN

Photo Engravers

**POWDERLESS ETCHING
4 COLOR PROCESS
BLACK AND WHITE
ZINC AND COPPER**

O A

Engraving Co., Inc.

44 West 28th St., New York 1, N.Y.

MURRAY HILL 9-8585

continued to put mail into the slot in entrance door. When it finally came to the attention of the postmaster that the premises were deserted, and none of the personnel could be located, the mail was recovered. The pieces bearing a request for notice (Form 3547) were then returned to the senders. That's how so many pieces involved in our story were returned at the same time. The only blame that can be fixed for this mixup ... seems like the Post Office in Camden, N. J. should have attached a slip explaining why so many pieces were being returned at the same time. Would have eliminated a lot of needless confusion and investigation.



☐ **BIA HAS PUBLISHED** the ninth annual edition of its famous guide to British and European mailings. BIA, of course, means British & International Addressing Ltd., 26/32, Clifton St., London, E. C. 2, England. If you are interested in mailings made abroad, you might like to write and get this manual for your library. Contains counts of innumerable mailing lists available. We liked particularly the detailed rules and regulations intended to smooth relationships between customers and this large direct mail production outfit. The rules seem a bit hard-boiled, particularly in relationship to handling of postage charges, storage of supplies, and payment of invoices ... but definite and hard-boiled rules should eliminate many causes of misunderstanding. (See Scuttlebutt in this issue for more observations on this subject).



☐ **SPEAKING OF BRITISH MAILINGS** ... Stew Jurist of Fairchild Publications (formerly with DMAA office) called our attention to the fact that return post cards in England are imprinted in large letters, "Printed Matter," to the left of a square at top right corner, indicating position of postage stamp. Stew wanted to know what this meant. We didn't know so wrote to Laurence Springett, secretary of the British Direct Mail Advertising Assn., 3-5 Salisbury Square, London, E. C. 4, England. According to Mr. Springett, England has a special postage rate for all printed matter, which includes inquiry cards, advice notes of dispatch or receipt of money or goods, bills-of-lading, inquiries for quotations, invoices, statements, price lists, orders for work or goods and a few other classifications. On inquiry cards enclosed with direct mail pieces, the sender usually prints "printed matter" so that postal sorters will know that the

2d. stamp is correct. The printed matter rate is of course lower than first-class rate for letters and correspondence post card.



☐ **"AD-MAIL"** is the name of what seems-to-be-new direct mail medium. It is being promoted by Mitchell Ames, president of "Ad-Mail" Publishers, 7 Laight St., New York 13, N. Y. ... which is a division of the H. P. Andrews Paper Co. According to the samples and explanations furnished to us ... this company has made deals with approximately 500 retail stores, nationally, to furnish them at low cost with their own return envelopes to enclose in cycle billing. But the large back flap which seals these return envelopes contains advertising of reputable, national advertisers of prestige goods or services. Out of a potential 43 million monthly circulation, about 2 million of the "Ad-Mail" envelopes are being placed monthly at present. Some national charities have already participated along with clothing and hosiery manufacturers, several magazines, Diners' Club and so forth. Cost to advertisers is about \$3.00 per thousand. It is claimed that some of these back-flap advertisements have pulled up to 7½% mail orders and have outpulled envelope stuffers. If you want more information about this method of utilizing department store charge account names, write to Mr. Ames for details and samples.



☐ **MAYBE WE SHOULD QUIT** crabbing ... but many people continue to be irritated by third-class mailings contained in envelopes which are all dolled up with imitation rubber stamps proclaiming coded exclusive rights agreements and validating initials which are simply unadulterated corn. These things may get a few more returns per thousand names, but they certainly do not improve the reputation of direct mail's integrity.



☐ **A TRICKY FORMAT** has been used by Blake, Moffitt & Towne, 599 Eighth St., San Francisco 19, Calif. to introduce a new line of paper—an all-new White Idealitho Bond. Hard to explain. It's printed on an 18" x 22½" sheet of paper printed in two colors on one side; folded twice one way, then three times the other way; resulting in a sealed piece measuring 4" x 7½". Break seal to find instructions to "Open These Doors." Open to 18" x 7½" size and you find four doors die-cut. Lift the die-cut flaps and under each is a grotesque drawing of a "labor-

atory scientist" and a description of paper development. The method of folding permits the third dimensional or multiple printing effect even though sheet is actually printed on one side only. Ad Manager William J. Owen should be glad to send you a sample.

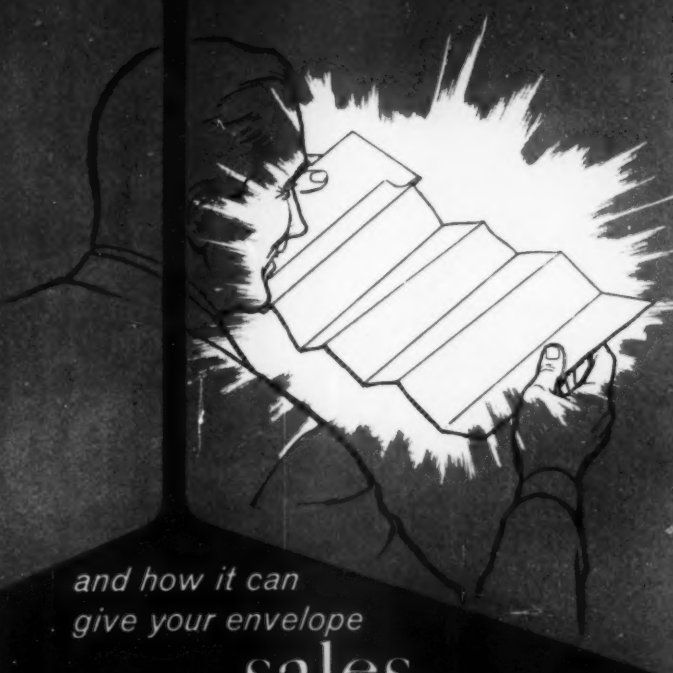


□ **WE GOT A LAUGH** out of the latest issue of Harry Higdon's Phoenix Flame (house magazine of Phoenix Metal Cap Co., 244 W. 16th St., Chicago 8, Ill.). On page 12, Hig showed a picture of a most complicated and amazing machine with dials, arrows, rollers, buttons, flashing lights, tapes and what have you. On the opposite page, Hig revealed that reading and thinking about all these complicated monarch-size digital computers and electronic brains has given him a monarch-size inferiority complex. So he decided that in his spare moments he would build on his desk top a really complicated non-brain of his own. He calls it LuNiWac. It computes nothing, compiles nothing, records nothing, creates nothing, produces nothing, does nothing . . . just like people. But plugged into an ordinary electric socket, it comes alive. Lights blink on and off dizzily. Dials spin in all directions weirdly. Nothing, however, actually happens. This creation of Hig's is made out of cardboard, string, paper clips, rubber bands, bottle tops, wire, discarded bits of hardware and one bobby pin. Hig says it's wonderful. He has lost his inferiority complex. When things get rough he turns on his LuNiWac and is its complete boss. He has a pleasant feeling of superiority. Reminds us of our "confusgator" or nuttin' box which sits beside the hi-fi set and does nothing but blink a series of eight small lights. If you need a do-nothing tranquilizer, perhaps Hig will be able to send you a tear sheet about his.



□ **FILMACK'S "INSPIRATION,"** after 21 years, is no longer being edited by that famous letterwriter, Irving Mack. That house magazine goes to movie theater owners promoting the advertising and publicity trailers created and produced by Filmack Trailer Co., 1327 S. Wabash, Chicago 5, Ill. Irving has now retired to the balmy climate of Miami and the administration of the company has been taken over by his three sons, Joseph, Don and Bernard. The house magazine will continue in the same format . . . jokes and all. The young fellows are doing okay. •

"creative packaging"



and how it can
give your envelope

sales excitement!

So often, too little preparation goes into a preliminary but critical step in the preparation of a mail sales campaign—that *instant of arrival*! Will the message get through, or will the prospect never open and read it?

Today, many highly successful mail marketers call that arrival moment *the strategic step*. They know success *here*, decides the fate of the whole campaign.

To insure better results, experienced advertisers turn to Cupples-Hesse for envelope excitement—creative packaging! Cupples-Hesse has the design staff, the experience, the production engineers for this creative job in envelopes.

Call your
local representative
today for information.
Consult yellow pages
under "Envelopes"
or "Tags."



Cupples-Hesse Company

Division of St. Regis Paper Company

St. Louis 15
4110 N. Kingshighway

Detroit 16
3635 Michigan Ave.

Des Moines 13
1657 E. Madison Ave.



THE LARGE flat package is marked third class mail. For several weeks it has traveled from post office to post office to steamship. Now it sits in a sack resting on the deck of a riverboat chugging its way up the Congo River toward the heart of the jungle. In a few days it will be opened by a Gauguin-like missionary who will open it with heart pounding in anticipation. He knows that within the brown paper wrapping he will find an oil painting—a depiction of native tribesmen tilling the fields. He knows this, because he painted it.

He knows, too, that he will find his work embellished with red and black penciled corrections on a tissue overlay—that he may also find a *second* oil rendition of his scene painted by a professional artist several thousand miles away. The missionary, you see, is but one of 26,000 men and women who are learning how to draw and paint from Famous Artists School of Westport, Connecticut.

While the missionary-turned-student is unusual, he is by no means unique. The school he attends by mail boasts students in 54 foreign countries, and has even had one student sending and receiving work from the South Pole. These students, professional and amateur would-be artists from every conceivable job and income level, are learning the techniques of art entirely by mail.

After thirteen successful years, the school has reached a plateau. Present enrollment is about the most the school feels it can adequately handle and still maintain its high educational standards. The saturation point for the art school has prompted the



by Peter S. Fischer, Field Editor

founding of a sister school, located on the premises in Westport. This is the Famous Writers School, formally opened January 3rd of this year, with a charter enrollment of 800 students. Both schools will function simultaneously, although separately, with the Famous Artists School continuing under the direction of Albert Dorne, and the new writers' school under the guidance of its executive director, Gordon Carroll, formerly editor-publisher of *Coronet*.

But I'm getting ahead of myself. This reporter spent a day in Westport to observe first-hand the workings of a school that attempts to teach anything as subjective as art through written correspondence. There are enough borderline correspondence schools in operation today to make any mail-order school suspect without investigation. I'm happy to report that I came away from Westport with a healthier respect for mail-order education, and a particular respect for the "Famous" schools and the people who run them.

Founded in 1947

The Famous Artists School was founded in 1947 by Albert Dorne, then and now a well-known artist, and eleven other well-known illustrators in the commercial field—among them such familiar names as Norman Rockwell, Steven Dohanos, Jon Whitcomb and Robert Fawcett. The school flourished almost from the start, although there were problems to overcome. Almost certainly the school benefited greatly from the participation of the twelve members of the guiding faculty (as they are known). But there was the element of

suspicion among prospective students, educators and other leaders in the field that a mail-order school could not adequately teach art.

The Famous Artists School does not guarantee to make a professional artist out of anyone. They do not guarantee employment or free-lance assignments, and they cannot help a student who will not help himself. Just as a college or university cannot make a scholar out of a dullard, so the Famous Artists School cannot make a proficient painter out of a slothful bookkeeper. Every prospective student must take an art talent test before he or she can be accepted. About 25% of those applying flunk the test, and receive an automatically typed letter of rejection.

Tuition for the three-year course is \$413, payable at once or on the installment plan. Students may take as long as two years to pay, though this costs more in the long run. Only about 10% of those taking the course become "bad debts."

While some of those accepted have a minimum of talent, many students show a great deal of ability. I toured the building and talked with instructors at work. These teachers (there are seventy in all) are professional artists in their own right, doing free-lance magazine illustrations, advertising layouts, etc. They work for the school four or five days a week, and use the remainder of their time to fulfill their own free-lance assignments. No instructor may work for the school unless he earns a minimum of \$6,000 annually on outside assignments. This is encouraged by the school, since constant contact with the business world, meeting deadlines

and facing up to the artists' day-to-day problems keeps the instructor sensitive to the problems of his by-mail students.

Incoming assignments are routed to instructors, usually four or five a day. The instructor analyzes the work, taking into consideration the objective of the particular assignment, what the student has already learned, and also what his or her ambitions are in art. A 60-year-old watchman who paints in oil for a hobby will be graded by different standards than a 23-year-old prospective art director.

They Teach by Doing

Visual corrections are made on a tissue overlay on top of the assigned artwork. Comments are penciled in. Parts of the picture are re-sketches where the student went wrong. For those taking the painting course, the instructor will often re-work the art on another canvas or board to show the student how the picture could have been made better.

Instructors always re-do the work in the materials used by the student and always use the same elements in their own presentation, adding nothing new, leaving nothing out. As skilled professionals they can finish an extremely comprehensive criticism within two hours, usually less. In an average day, they'll complete four or five, depending upon the complexity of the criticisms. Each student, during his three-year enrollment, will be graded by a variety of instructors, each of whom specializes in some area of instruction (e.g., drawing of the human body, composition, cartooning).

(Continued Next Page)

A look at the Famous Artists School, and its new sister writing school—how they operate and how they promote themselves.

Work in on a Monday is usually mailed out by Thursday. All outgoing packages are sent third class to save postage costs, since exclusive use of first class postage on the bulky packages could easily add another \$100 to tuition cost.

Letters of criticism which accompany each piece of work returned are a blend of individual comment and form paragraphs. The Famous Artists School owns a battery of automatic typewriters, each of which contains rolls for various one, two and three sentence paragraphs. Each of these describes a common fault in technique. On composition, for example, there may be 30 paragraphs available to the instructor. When writing his letter of criticism, he writes his own lead-in, then jots down the numbers which apply to this particular assignment (such as 4, 5, 8, 15, 19, 23, 25). Interspersed, he will write additional criticisms not covered by the standard paragraphs. This combination personal-form letter is used mostly for the beginning students, who seem to fall into predictable fault patterns. As the students become more accomplished, the personal approach is used almost exclusively.

The Famous Artists School does not use direct mail to secure new students. When the school first started, direct mail was used to secure

leads. Today, direct mail is used to follow-up to space ad inquiries with a colorful package containing literature and the art talent test. Enclosed is a form letter which tells the prospect that a salesman will call within a few days to discuss the school with him. If the prospect writes back and tells the school that he does not want to see a salesman, the lead is recalled. Those who are interviewed by a Famous Artists representative and do not enroll are placed on a mailing list for follow-up direct mail promotion.

Famous Writers

Like FA, the Famous Writers School boasts a guiding faculty of twelve well-known writers: Pulitzer Prize-winner Bruce Catton, many-time Emmy winner Rod Serling, Red Smith, Mignon Eberhard, Faith Baldwin, Bergen Evans, Max Shulman, Rudolph Flesch, J. D. Ratcliff, John Caples, Bennett Cerf and Mark Wiseman. After the student had mastered the principles of good writing (required of every student), he will be allowed to "major" in Fiction, Non-Fiction, Business Writing or Advertising.

Far from being window dressing on the school's letterhead, the twelve apostles of the written word will be active in the school. As in the Artists

school, each of the twelve will spend two days at the school approximately three times a year. During this time they will meet with instructors, checking to see that they are adequately criticizing pupils, and refreshing them on fundamentals and/or subtleties relating to the guiding faculty member's particular specialty. Schedules for the twelve writers are made up well in advance, and few excuses for absence are accepted. The twelve writers, as well as the twelve artists, are compensated through a profit-sharing plan with their respective schools.

The Famous Writers School will be managed in much the same way as its sister institution. The lessons learned in 13 years with prospective artists will be applied to the new venture. Automatically typed paragraphs will be standard procedure, at least on the beginning lessons. Tentatively, only first class postage will be used for mailing assignments, since manuscripts will be far lighter and less bulky than completed art work.

There will be new problems, of course. As Gordon Carroll points out, instructors in the art school can evaluate a painting after short scrutiny, but a writing instructor must spend a good deal of time reading manuscripts and evaluating them. Assignments will be blue-penciled stiffly, but

Both the writing and art schools publish a wealth of material. Left, a copy of FAS' quarterly magazine which goes to over 80,000 people; center, the "Why We Teach" booklet sent in the second direct mail series; and right, the impressive 48 page booklet sent to prospects upon their first inquiry.

Famous Artists Magazine

Published for students and alumni of The Famous Artists School, Washington, D.C.



Why we teach

*

J. D. Ratcliff
Mignon G. Eberhart
John Caples
Max Shulman
Red Smith
Bergen Evans
Bruce Catton
Rudolf Flesch
Bennett Cerf
Mark Wiseman
Faith Baldwin
Rod Serling

The Twelve Famous Writers
who form the Guiding Faculty of the
Famous Writers School



Your Future
as a
Writer

never rewritten *per se*. There will be other problems, too, but since the first textbooks, work folders, etc., were mailed out only a few short weeks ago, it is impossible as yet to determine what these problems will be.

Direct mail will be a vital part of the Famous Writers School promotion, at least for the first year of operation; 800 charter students have been enrolled as a result of space advertising placed in consumer magazines and vertical writing journals, of which there are several. The writing journals have produced a high number of leads, and so far conversion has been excellent.

Two Series

Two series of direct mail letters are used to sell the program, since the writers' school does not have a field sales force, and all enrollments will, for now, be closed by mail.

The first series is used to follow-up the space ad inquiry. Here the student receives a thank you letter, and the Talent Test which every prospective student must complete before he can be considered for enrollment (see exception below). The test is not simple, but the marking appears to be relatively lenient. An applicant can receive a score of 50% and still pass. Less than this is considered failure. As in the artists' school, prospects are being turned away at the rate of 25% or so. The caliber of students for the writing school has been excellent. In the art school (and eventually in the writing school, I suppose), some students with a minimum of talent have been accepted. These are would-be artists who have displayed a flair for some phase of art, though their overall potential will never permit them to become "great masters." People of all ages have taken up art as a hobby, and this has been their main reason for joining the school. For them the thrill of participating is at least equal to the thrill of eventually succeeding. This is not to say that the school has not trained many, many professional artists who are selling their work, or who have gained employment with agencies or studios. They have, as the school files of success stories will testify.

If the talent test is not returned, a follow-up printed letter from Mr. Carroll requests the prospect to send in the completed test. A p.s. informs him that an instructor will also be happy to evaluate any two pages of an unpublished manuscript in addition to grading the test.

Another follow-up includes another test, identical to the first, and a printed letter of prompting from Gordon Carroll.

The fourth letter in this series tells the prospect that, in lieu of taking the talent test, he or she may submit up to four pages of any published or unpublished manuscript. This seems to work well with professional writers who wish to improve themselves, since they are reluctant at times to submit to the examination. No student will be accepted for enrollment by the Famous Writers School without first submitting some example of his or her ability.

The fifth and sixth letters in the series have not, as yet, been used.

The second direct mail series is used on prospects who have submit-

ted the Talent Test and received a passing grade. This first package includes an application, full rates, a form letter and a reprint from *Cosmopolitan* describing the school.

The second follow-up contains the application blank and a booklet called "Why We Teach," written by the twelve members of the guiding faculty.

The final follow-up contains a form letter from Mr. Carroll, an application, plus an offer of four free reference books to those who enroll. Thus far, these books have been given to every student who has enrolled. How long this will continue to be policy is not known.

The direct mail letters and promotional materials are written by the
(Continued on Page 37)

This letter is sent by the school to any prospective student who is under 18 years of age. The school does not wish to compete with high school English courses, and feels the student can get more out of FWS after he or she has finished high school training.



Famous Writers School Inc.

Westport Connecticut

Leading Faculty

Shirley Collins
Pauline French
Nancy Thompson
Fanny Sussman
Bernard Lutz
Ruth Smith
Margaret G. Gardner
Bryant Evans
Ruth Smith
John Collins
J. D. Russell
Mark Wainman

James Thorne
President
Gordon Carroll
Director
M. A. Bennett
Treasurer
Edward Emerson
Secretary

Office of the Director

Dear Friend:

We are happy to enclose "Your Future as a Writer," the illustrated booklet on the Famous Writers School which you requested. It was a pleasure to hear from you and to know that you are seriously considering writing as a career.

I am going to ask you, though, to wait just a little while before you apply for enrollment in our School. For two reasons we have established a policy of not taking students until they are eighteen years old.

First, some young people, especially those still in high school, are not yet sure that they have a lasting interest in professional writing. We don't think it would be fair to your parents or yourself to pay the tuition fee for this course, reasonable though it is, and then discover that you don't really wish to be a writer after all.

The second reason is that we are certain you are already receiving fine instruction in English composition in your own school. To take two courses in the same general field at the same time might be confusing. You will be much better prepared to begin the professional training provided by the Famous Writers School when you have acquired a sound foundation in English. Also, the broad educational background you are gaining from your other classes is most essential to your development as a writer.

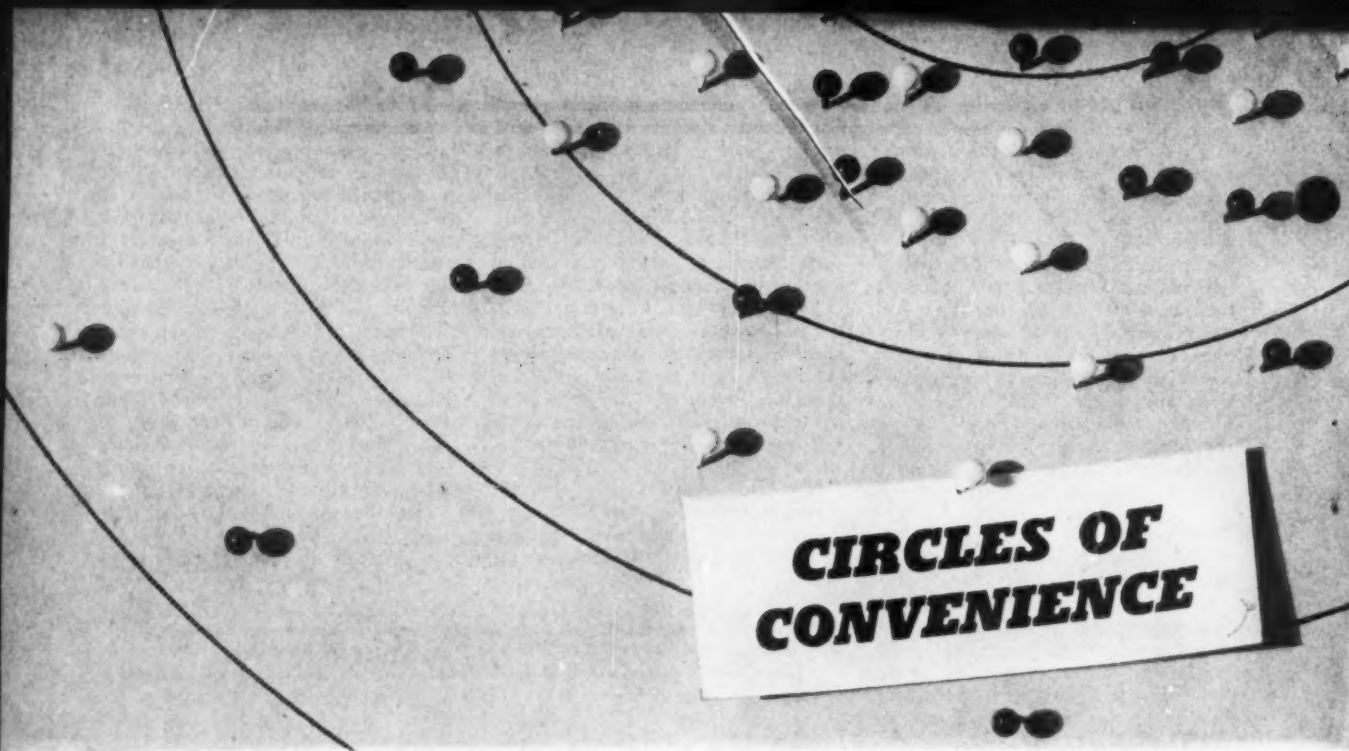
I hope you will show "Your Future as a Writer" to your parents, and especially to your English teacher. It would be a good idea, too, to talk with them about your desire to write and about your interest in the Famous Writers School. They should be able to suggest sensible ways you can lay the groundwork now -- principally by selecting your reading and by practicing writing at every opportunity. Then, by the time you're eighteen, if you still wish to be a writer, you'll be ready to get the full value from the professional-level training the Famous Writers School provides.

Just let us know when that time comes and we'll be glad to send you our Famous Writers Talent Test. When you return it, we'll grade it for you without charge. Then our Career Counselor will come to see you, if you like, and talk with you and your parents personally about your possible future as a professional writer.

Again, my thanks for your letter...and for waiting. We look forward to hearing from you again when you're eighteen. Meanwhile, our advice is, keep writing!

GC:DD

Sincerely,
Gordon Carroll
Gordon Carroll
Director



CIRCLES OF CONVENIENCE

SOMETIMES I am sure you find it as frustrating as I do to see the simple ideas—the simple little inventions—which make men rich. Recently, the carpet layers in my home were nailing down the wooden strips which contained pre-nailed little spikes over which the carpet is fastened. They were telling me that for years carpet layers laboriously tacked and tacked until this simple little invention completely revamped the work habits of generations, and the inventor now lives in a luxurious mansion in sunny Miami.

In the direct mail business, too, it is the simple idea which so often is the most profitable. And the simplest idea of all, in our opinion, is the use of the "Circle of Convenience" to develop and maintain profitable prospect lists.

Circles Aren't Always Round

One thing unusual about the "Circle of Convenience" is that often it isn't circular. It can actually be odd shape, long and narrow, or even a cloverleaf design. The principle, however, is the same for the "Circle of Convenience" is a method to outline what your customers have decided is their areas of convenience.

In many lines of business, such as banks, savings and loan associations, and shopping centers, every survey points to one key reason why shoppers shop where they shop—the answer is always the same—convenience. Obviously, in most cases

convenience decreases with distance.

Knowing how big a circle to scribe around a store, using the store as the center point, would obviously be valuable. In our use we define the "Circle of Convenience" as the smallest area which will encompass 50% of the store's present customers. Obviously, the "Circle of Convenience" will be of various sizes and, likewise, if you wish to define the "circle" a little differently, the size of the circle will vary accordingly.

The results of using the "Circle of Convenience" method are, of course, very similar to the results generated by the Recency/Frequency/Monetary Ratio. (An idea discussed in the October, 1960, REPORTER.) You end up with the prospect or customer list which gives you the great bulk of your results, and you eliminate the marginal and submarginal lists which unknowingly have been absorbing the profits generated by the more resultful sections.

How A Bank Used It

Let's take an actual case history of a neighborhood bank to show you how the "Circle of Convenience" concept can be employed. One of the largest neighborhood banks in the St. Louis area had been mailing to a rather extensive list totaling over 40,000 names. The list was compiled from the crisscross telephone book and covered a large area surrounding the bank on all sides. Results were reasonably good, and the bank

had been mailing over three years on an average of five or six times per year.

After we were called in, our first act was to analyze the customer list to see where present bank customers live. We transferred this information to a large map on which we had scribed concentric circles around the bank at six-block intervals.


We then analyzed all of the *new accounts* that the bank had opened within the preceding year and transcribed this information to the same map. The results were dramatically apparent.

Wide Variation in Percentage

In the areas closest to the bank the percentage of new customers obtained per thousand pieces mailed was as much as eight times higher than the percentage obtained in the outermost ring. The percentage of new accounts obtained correlated almost perfectly with the density of present customers in these same areas. For example, in the six-block radius surrounding the bank, almost 35% of the residents were already bank customers. In the furthestmost area the percentage had dropped to 4%. It is no surprise then to learn the percentage of new accounts in the area closest to the bank was so much larger. By merely looking at the map, one could see that results on a percentage basis could be improved almost 350% by merely eliminating the areas furthest from the bank which total slightly



Circles Of Convenience



How to shape your list to your best possible sales area

by Jerome B. Osherow
President, Advertisers Addressing System

REPORTER'S NOTE: Jerry Osherow's first article (*How To Clean A Mailing List*—October 1960) aroused such interest among our readers that we asked him to keep the stories coming. This article deals with list building for businesses that draw trade from the area surrounding their establishments. As president of Advertisers Addressing System, creators and producers of direct mail and sales promotion literature at 703 N. 16th Street, St. Louis 3, Mo., Jerry is well qualified to write on the problems of list compilation and maintenance. Look for more articles by Jerry in future issues.

over 50% of the total prospect list.

The mechanics from this point on are obvious. We cut back the prospect list and increased the frequency of mailings to a monthly basis. This increased repetition by itself is a most valuable component to a more successful campaign. When the client actually experienced better results at lower cost, he was most pleased. It is easy to lower costs by increasing frequency of mailings, since the added frequency makes the use of automatic addressing possible, whereas previously the mailings had been typed from the crisscross book.

Six Steps

The foregoing is easy to understand, and the action to take once the results are in is usually self-evident. The mechanics, however, while simple, are quite detailed. Consequently, I'll outline the physical procedures that must be followed to put this concept into action.

Step #1—Put the names and addresses of your customers—or perhaps only new customers—on 3 x 5 cards.

Step #2 would be to zone the 3 x 5 cards if your community has postal zones.

Step #3—Put the cards into alphabetical order by street and then by numerical number.

Step #4—Use an enlargement of your city map for the areas closest to you. On this enlargement, stick

pins to locate your customers' addresses. If the map gets too crowded with pins, start using different colored pins to indicate 10 or 100 regular pins, etc.

Step #5—After you have the area pinned, then make a rough tracing of your "cream" areas. Likewise, you may indicate on the map those areas from which you draw very little business. If you are research minded, you might determine the percentages of customers in different areas and in relation to the number of pieces which you mail into these areas you will find some areas to be ten times more productive than others.

Step #6—After you have the areas, make up a set of 3 x 5 cards for all of the streets in those areas which you want to cover and list the starting number of the street and the end number. Your mailing list should then be arranged in street order, and you will use only the streets in the areas which you have proved to be the most profitable for you.

One caution—this technique is hardly applicable to large downtown stores or financial organizations who draw their trade from an extremely wide area. It is most applicable for the neighborhood bank, shopping center, savings and loan association, retailer and service plants in general.

There is a major pitfall that must be avoided, however, if you conduct a type of business where even marginal business is profitable on a long

pull basis. Then you may still want to continue mailing to areas even though the results of some areas may be one-tenth as much as others. Somewhere, however, you do have to draw a line, and regardless of situation, the "Circle of Convenience" method enables you to draw the line with accuracy.

The biggest obstacle in selling this concept to top management is the fact that most businessmen instinctively prefer a "large" list rather than a smaller one. The idea of continuously plugging away month after month to a list of 10,000 just doesn't have the "sex appeal" of having a big splash mailing of 50,000 that goes out three or four times a year. However, if you analyze results of the big mailings and actually plot the proportion of new customers by increasing distances, management will be convinced. As soon as the "powers-that-be" see in black and white that a new account in "Area A" can be "purchased" for \$15 while new accounts in "Area M" cost \$140 each, there will be more mailings to "Area A" and less to "Area M."

That's all there is to the "Circle of Convenience" technique. It's simple, self-evident, logical and easy to apply. Yet this simple technique can often do more to make direct mail programs more profitable than spending extra fortunes for copy, art and printing. Paraphrasing Shakespeare, "The procedure's the thing." •

Your Business Card

—What Does It Say About You?



by Roger J. Clapp
Linton Brothers & Co., Inc.

THE first thing you readers are going to ask is, "What have business cards to do with direct mail?" To be honest, most business cards I see have very little to do with direct mail. Nor could they because they are drab, uninteresting, lack the sparkle of showmanship, fail to reflect the company or the person they represent.

Everyone should have a hobby. Mine's collecting unusual business cards. My files are full of exciting examples of cards which fulfill the requirements of making an effective contact with a business card. It has often occurred to me that I should someday wage a campaign to encourage businessmen to pay as much attention to their business card as they do to other types of contacts . . . promotional as well as not so promotional contacts. To my way of thinking, the card is another link in a person's contact with another person. Why it should be out of character with other promotions has long been a mystery.

So it's appropriate to begin this little campaign in this issue of exciting direct mail. It's one of the areas needing improvement. The business card can become a more imposing performer in the promotion and/or direct mail play.

What does a card say about a man and his company? With few exceptions, the hundreds of millions of business cards printed and used each year say very little, and attract scant attention. They are used primarily to stuff wallets (subject to periodic cleaning) and finally most end up in the circular file. In fact, I'll wager if you'll look inside your wallet right now and pull out a handful of cards, chances are you won't remember where and under what circumstances you were given half of them.

Of all the cards produced in this

country, I'd say that only 5% could be called exciting, attention-getting or memorable.

Modern business cards, to really earn their keep, should perform three basic functions. Like direct mail, they should:

1. Inform the recipient as to the identity of the individual and his company or product.

2. Intrigue the recipient. Make him physically notice the card, not just glance at it indifferently.

3. Get action. Open the door for an appointment or interview. Make the recipient want to meet the bearer in person.

The workhorse cards being produced today accomplish only function one, but fall down pitifully on two and three.

There are three ways a card can be more exciting—to be unique, yet not clever just to be cute.

One way is to tie in the company name or product with the design of the card. Here are a few examples of this method.

A steel rule die company's card is a simple fold, but front fold is the word DIES die-cut and printed in four colors. On the second fold, underneath the word DIES is the man's name.

A truck leasing firm's card is die-cut in the shape of a truck, also a simple fold. In addition to illustration of the truck, there's a line: "For car or truck, see Chuck". Inside, name and address of company and name of brearer, "Chuck" Moore.

The Lincoln Sales Corporation uses a card with a die-cut head of Lincoln which opens up when the front of the card is folded up.

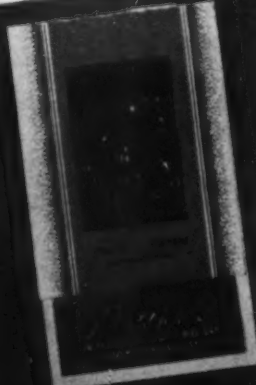
A Western Union office manager's card is a miniature replica of a telegram. In printed handwriting the word "Everywhere" is scrawled across the top left-hand corner.

Another method of gaining favorable attention for your card is to use unique designs that stimulate the imagination.

Charlie Church of Clements Paper Company has his own special card, printed



NO 26030 • NO 26039



REPORTER'S NOTE: Roger Clapp, as vice president and sales manager of Linton Bros. Division of Crocker Burbank paper company, has been collecting business cards for as long as he'd care to remember. In his job he sees a lot of them, some good, some bad. Here he'll try to tell you what makes them that way. He's a past director of the DMAA, member of the Boston Advertising Club, and Worcester Club of Printing House Craftsmen.

orange and black, and shaped something like a matchbook. A die-cut church is at the top of the card. When card is squeezed along pre-ruled folds, church pops up.

The card used by Michael Press is actually a miniature 10-page booklet outlining their nine d.m. services.

A third method is to tie-in the company mottoes or slogans with the card.

For example one company's motto is "Service Above Silver". Tipped to each card—a silver dime.

The Chief of Police of Waterbury, Connecticut has his card made from thin brass sheeting. Slogan on the card—Brass Center of the World.

There's actually no limit to the shapes, sizes, materials of printing processes you may use with your business card. A mirror and glass company has its card printed on a highly reflective metal sheet. A manufacturer of plastic combs and novelties carries a card made of imitation mother of pearl. An envelope manufacturer uses a miniature "letter" inside a tiny envelope as a calling card.

Some cards can be functional as well. A card used by an executive of a tire manufacturing firm has a die cut tab jutting from one side. This tab is marked with three colors—red, orange and blue. Recipient can use it to check the safety of tires on his car by inserting the tab into the tread to get either a "safe" reading of blue, a "fair" reading in the orange belt or a red warning to get new tires.

While this is by no means a complete discussion of all the ways cards can be glamorized, I hope it's started you thinking about your own card. I hope so, because given half a change that little nonentity can generate a lot of interest and goodwill toward you and your company.

And by the way, if you're using an unusual business card (or have one made up some time in the future) why don't you send me one. I'd like to add it to my collection. •

Where To Find It

A Partial List of Sources of Supply

Following up our special issue on dimensionals in January, here is a PARTIAL list of sources of supply for gadgets and gimmicks. Listed here are items most sought after by our readers.

Naturally, some firms not listed will handle one or more of the indexed items. Sorry we can't list everyone. In almost every case the source given responded to our open letter in the November issue or is the only source we know of.

If an item you're seeking is not listed here, check with a firm that handles a variety of advertising specialties. Here are a few of these firms:

Brown & Bigelow, 99 Park Ave., N. Y. C.
Coast Novelty Manufacturing Co., 4074 Lincoln Blvd., Venice, California
Hewig Company, 45 W. 45th Street, N. Y. C.
Marvic Advertising Co., 851 Manhattan Avenue, Brooklyn, N. Y.
Marvin Tabak Co., 105 West 47th St., N. Y. C.
Robert Straub & Co., 542 S. Dearborn Avenue, Chicago 5, Illinois
The American News Co., 131 Varick St., New York 19, N. Y.

There are others. Consult your local yellow pages under advertising novelties, specialty items, or even a local toy manufacturer. The 5&10 cent store is also a good source for certain items, and can often be obtained in large quantities by writing the manufacturer.

ATOMIZERS

Jarco Distributing Co., 336 W. 37th St., NYC.

BACK SCRATCHERS

Gala Plastics Co., 61 East 11th St., NYC.

BOXES FOR MAILING

"Indestructo" corrugated mailing box, can be hand folded in 5 seconds, and comes in 50 sizes.

Mack-Chicago Corp., 1720 North Damen Avenue, Chicago 47, Illinois.

CHOP STICKS

Novel Craft Mfg. Co., 58 E. 11th St., NYC 3.

CIGARETTES (Imprinted)

Georgiou & Co., 48 Stone Street, N. Y. 14.

FILM, ROLL OF

Message printed on roll, wrapped in tin foil, and mailed in snapshot pickup bag.

Mailograph Co., Inc., 39 Water St., N. Y. 4.

FOIL PRINTING

I. S. Berlin Press, 3201 N. Kimball Ave., Chicago 18, Illinois.

Lasky Company, 850 Freylinghausen Avenue, Newark 12, N. J.

FOUR-LEAF CLOVERS

Daniels Specialty Co., 4904 9th Ave., St. Petersburg, Fla.

GOLDFISH (In plastic bags)

Ozark Fisheries, Stoutland, Mo.

GOLD TRANSFER FOIL

Grauert of Gold Street, 100 Gold St., NYC 38.

GOLF BALLS (Imprinted)

Golf Ball Advertising Co., 1528 Walnut St., Philadelphia, Pa.

HOROSCOPES

Apt Lithography Co., 33 W. 17th St., NYC.

INVISIBLE INK CARDS

M. E. Moss & Co., 119 Ann St., Hartford 3, Conn.

Marvin Tabak Co. (above).

MAPS

American Map Co., 3 West 61st St., N. Y. 23.

MAGIC CARDS

Plastic film on cards rubs off to reveal right answer to question.

Ad-Craft, P.O. Box 4671, Dallas 6, Texas.

MINIATURE STAMPS (Color, B&W)

Grogan Photo Co., Danville, Illinois.

Minipix Co., Lansdowne, Pa.

MINIATURE TOOLS (Mechanical)

Gries Reproducer Co., 125 Beechwood Avenue, New Rochelle, N. Y.

ORCHIDS

Orchids of Hawaii, 305 Seventh Ave., N. Y. 1.

PENCIL CADDIES

Cardboard, mailed flat, B&W or color.

K&D Specialties, Coopersburg, Pa.

PENNY, PLASTIC

Oversized plastic penny, 2 1/4" diameter.

Artmore Plastics Corp., 1003 Oldtown Rd., Cumberland, Maryland.

PILL BOXES

Jarco Distributing Co., 336 W. 37th St., NYC.

POCKET GAMES

Games and puzzles, each enclosed in matchbook cover form. Large variety.

Ed-U-Cards, 13-02 44th Ave., Long Island City 1, N. Y.

POSTCARDS (Color)

Economi-Color Co., Oceanside, N. Y.

Colourpictures Publishers, 390 Newbury St., Boston 15, Mass.

CURTEICHCOLOR 3-D, 1733 W. Irving Park Road, Chicago 13, Illinois.

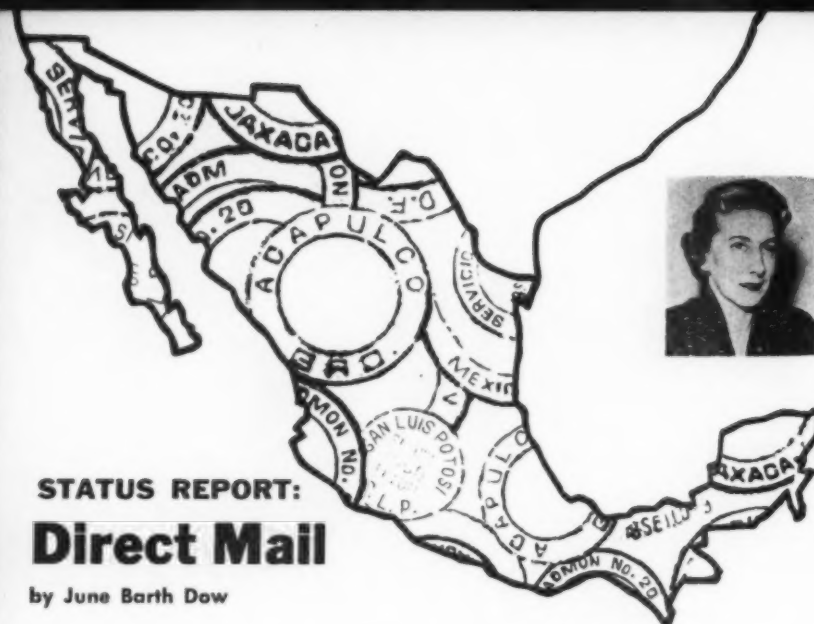
Grogan Photo Co., Danville, Illinois.

SLOT MACHINES

Ace Toy Manufacturing Co., 536 Broadway, NYC 12.

STAINED GLASS WINDOWS (Imitation)

Stained Glass Color Art, P.O. 82, Waukesha, Wisconsin.



STATUS REPORT: Direct Mail

by June Barth Dow

DIRECT MAIL in Mexico is beamed primarily to an industrial target. Foreign firms and Mexican subsidiaries of U. S. companies are the frontrunners in use of mail promotion. Commercial mailings addressed to the individual consumer are increasing; but the audience is still a narrow, elite stratum.

This may come as a surprise to many, because recent articles appearing in U. S. periodicals have heralded the development of a Mexican "middle class." It is true that more Mexicans have more money than ever before. But, percentage-wise, economic disparity still charts a jagged graph. The greatly increased population reflects a strong concentration of wealth at the top with only slight graduation into "B" and "C" brackets. A majority of individuals in Mexico's predominantly rural areas can produce only enough to meet their basic consumer needs, although improved communications whet their appetite for creature comforts and direct mail is helping to develop these markets.

Advertising, generally, is becoming more sophisticated in Mexico, where a handful of the largest U. S. ad agencies operate subsidiaries along with a preponderance of indigenous domestically managed shops. For current data, including 1950-60 growth of population by income brackets, J. Baxter Gardner, vice president and creative director of McCann-Erickson de Mexico, recommends one recent survey, "La Distribucion del Ingreso y El Desarrollo Economico de Mexico," by Ifigenia M. de Navarretta, a leading woman sociologist, is a

"must" for direct mail research.

Shift toward middle class marketing methods has begun. Four of the largest food processors in the U. S. will enter the Mexican market in 1961. Pharmaceutical firms already are well represented. Manufacturers of farm implements and heavy equipment use mail promotion constantly to reach both government and private enterprise, as well as the *ejidos* (farming cooperatives). Many of these now operate efficiently; farmers have learned much since the land reforms of the early 20th century.

A Direct Mail Profile

Here is the profile of mail promotion in our neighbor-nation to the south: (1) Because it is less common, direct mail is more effective in Mexico; (2) postage rates make it a bargain, not only within the country but to all Latin American nations; (3) lists are a No. 1 headache, since list-building and updating are relatively new business concepts; (4) reproduction is excellent and production costs minimal. Today in Mexico the direct mail picture is dominated by a few specialized service firms.

The Mexico City operation headed by Ralph Johns—Merchandising & Marketing—has cornered many of the large U. S. clients who regularly use mail to reach Latin American customers. Johns, who started his own business seven years ago, has lived in Mexico since World War II and is an authority on grass-roots market conditions as well as recent trends toward self-service, packaging and point-of-sale.

Two other prime shops handling

REPORTER'S NOTE: June Barth Dow is a Mexicophile who has made seven trips south of the border in the past eight years—most of them to remote tropical spots, Mayan ruins, jungle villages and mountain regions of Southern Mexico. Recently she paused long enough in Mexico City to survey the growing mail promotion market for this issue of THE REPORTER. A West Coast publicist since 1945, she has handled accounts ranging from staid electronics concerns, Chamber of Commerce subsidiaries and the Building Contractors Association of California to the not-difficult-to-publicize Corset, Brassiere & Lingerie Show! Mrs. Dow retired last year as VP and Publicity Director of the 4-A Los Angeles agency, Carson/Roberts/Inc., to write "for pleasure rather than strictly profit" and to do graduate work at UCLA. She lives in the Hollywood hills, overlooking the San Fernando Valley.

in Mexico

direct mail services are Tecnica Publicitadia and the firm of Directorios Selectos.

Less Than A Penny

Direct mail users save \$32 per thousand on postage alone (figured on a bulk frame of standard reference) by mailing in Mexico. The third class rate of 10 centavos (8/10 of 1 U. S. cent) is applicable to the entire Pan American Postal Union. In a magnificent simplification, Mexico's rate to all other nations of the world is 15 centavos (a few mills more than 1 U. S. cent).

Johns usually is supplied with offset negatives furnished by Stateside companies (he does no translation, works from lists supplied by his clients). Among the latter are McGraw-Hill, Time-Life International, Upjohn, Parke-Davis and several other U. S. "greats."

Three Friend's Card

To illustrate the impact of mail promotion in Mexico, one example may suffice. Life en Espanol employs what is colloquially known as the "three friends card." Because subscribing to American periodicals is a status symbol in Mexico, this card urges new subscribers to send in names of three individuals who might be prospects. Results are consistently effective.

One U. S. drug house, testing relative pull of the same mailing in this country and in Mexico, found greater sales results—by far—south of the border!

Another facet of the Mexican ad-



Examples of the quality direct mail pieces being produced for the Mexican market.

vertising picture is availability of hand-written fill-ins and salutations, made possible because of low labor costs. (Mexican direct mail users see nothing odd in the fact that national stamps come in sheets, rather than rolls, and must be applied one by one!) Similarly, Johns's establishment—extremely modern by Mexican standards—operates with maximum efficiency without electric typewriters, though he uses two typing shifts in peak seasons. A crew of girls works from 8 a.m. to 3 p.m. A 3-10 p.m. shift is manned by male typists, most of whom are civil servants or Mexican army recruits, eager to work late hours to augment government stipends.

An Unusual Self Mailer

Color work is superior to that done in the U. S., according to Johns, and inks can be mixed to match exact tints, as specified by the client. Presses are either U. S. or German-made, and reproduction methods result in optimum graphic end-results.

One nuance of Mexican direct mail is a self-contained air letter, similar to B mail in our country. This version, one of a social letter renewal operation by Time, is used to address itself in English to English-speaking residents of Latin America, makes probably the most economic use of both mails and paper.

And paper is a problem in Mexico. One of the most difficult commodities to obtain, premium stock must be specially ordered to comply with the standards of many foreign firms engaging in mail promotion. Even cardboard boxes containing No. 10 envelopes are stacked and kept, at the request of paper manufacturers, whose trucks periodically collect them

for re-use. Cost of cartage and handling, obviously, is cheaper to these vendors than replacement.

Premiums Welcome

Contrary to belief in some quarters, premiums are of prime importance in Mexico. The myth that nationals of that country view skeptically any sales gambit to "get something for nothing" arose because of earlier government rulings regarding the dubious legality of offering premiums. On this subject, direct-mail man Johns says:

"Actually, Latins love something for nothing—or very little—as who doesn't? The largest individual employer in Mexico is the National Lottery, with three lotteries per week offering 1,000 pesos back for each peso invested on the No. 1 prize. Premiums are a very positive sales factor here, and the experience of many large firms can vouch for this. The misunderstanding came about because of the Mexican government's archaic economic thinking, which caused them, for a time, to look down their nose at premiums, sampling and couponing in order to protect small, inefficient but local industries against the larger, more efficient, quality-producing subsidiaries."

Johns points to detergent premiums which turned Mexican sales as much as 45%, depending upon whether a washcloth, knife, spoon or fork had been offered. Also common now are price premiums, overprinted on the package, with savings of 1 to 3½ pesos (from 8 to 28 U. S. cents).

Recently Kellogg collected one million box-tops with a six-month raffle promotion. Each month the company gave away a new Opel automobile and a burro—Mexico's beast of all burden, transportation source and

farm labor! (The box-tops are currently in Johns's office, where—once sorted and culled for duplicates—they will constitute a valuable list—purchasers of packaged breakfast food being innovators in a land where standard morning fare is still the hand-made tortillas).

Similarity between advertising appeals (and give-away inducements) is evident in the handbill one retail jeweler in Xalapa, the 60,000 population capital of the state of Veracruz, distributed to boost watch sales. Such premium items as a turkey, a case of Coca-Cola, etc., were offered to those who wished to buy a wrist-watch "without down-payment . . . a minute to purchase . . . one lo-n-g year to pay!"

Large P.O.P. Displays

Direct mail users in Mexico appear more tasteful than the point-of-purchase creators extant. Much of the latter is extra-large and lifelike, usually confining itself to the package or product in use. "Live talent" promotions are common, and some soft-drink manufacturers employ girls to travel from town to town, appearing in local parades to carry placards.

Among the domestic advertisers, breweries are most aggressive—but also most public relations-minded. A typical attention getting device is the trek of a horse-drawn wagon equipped with the ubiquitous p.a. system (an integral part of Mexican communal life, it is always tuned up to peak volume), on which is balanced a 12-foot replica of a Corona beer bottle. As if to drive home the point, a tuxedo- and tophat-clad barker rides the buckboard, manning the mike, with an open, foaming bottle of the brew in one hand!

Newcomers to advertising in Mex-

NEW LIST INFORMATION

"35" is the new magic number!

To all brokers and list users:

Now there are 35,858 ELLIS BOOKBUYERS. Yes, beginning today, our Ellis Bookbuyers names available for rental will total *more than 35,000*.

(The list has just been cleaned. At least 2,000 new names are being added to it each and every month!)

If you deal in self-help material, health products, marriage manuals, books of other kinds, periodicals of all kinds, *you should know and use this list.* (e.g., *ESQUIRE* tested 5,000 and has just returned for the entire list. *MEDICAL RESEARCH PRESS* tested 5,000 and returned for the entire list. *PREVENTION* magazine tested 2,000 and returned promptly for the entire list.)

These 35,856 ELLIS BOOKBUYERS each paid \$7.95—(CASH WITH ORDER!) for a copy of "The Art & Science of Love" by Dr. Albert Ellis or for one or more of Dr. Ellis' other books: "Sex Without Guilt" (\$5), "The American Sexual Tragedy" (\$5) . . . They have a healthy interest in themselves . . . *they have money to spend . . . and they buy by mail.*

And they have handy checkbooks! We broke down 260 orders on Monday of this week to discover that

244 sent checks
11 sent money orders
5 sent cash . . .

Approximately 75% of these buyers are male. All are 21 years of age or over. Approximately 90% of the names come from direct-mail promotion. The others have come from display ads in *The New York Times*, *National Guardian*, *The Independent*, *The New York Herald-Tribune*, and *The Nation*.

Names are on speed-au-mat plates. They are geographically arranged by city and state. (We'll pay 8¢ each for nixies returned to us within thirty days after addressed material has been delivered to the list user. List is being cleaned constantly.)

Minimum test: 2,000.

Price: \$20 per M.

Labels are \$2 per M extra. State selection is \$1.50 per M extra.

(1) **AUTHORIZATIONS AND QUERIES:** Lyle Stuart, publisher
225 Lafayette Street, N. Y. 12, N. Y. -:- -:- CAnal 6-3528

(2) **EMPTYES** should be shipped for addressing to:

Ellis List
c/o SERVICED MAILINGS
40 East 23 Street
New York 10, New York

(3) **INSTRUCTIONS** should be sent to *both* addresses.

ico, however, might learn from the community-relations programs of some regional brewers. Many give a "grand ball" to celebrate fiesta days, inviting local families to a dance, barbecue and—of course, free beer. Their logos appear on genuinely decorative Christmas tree trappings which save the city fathers money in more than one public square.

No better example of this could be found than the *Cerveceria Moctezuma Parque* (Moctezuma Brewery Park), a charming landscaped acreage laid out along a mountain stream and waterfall, not far off the highway between Fortín and Orizaba. The brewing plant, open to the public weekdays at certain hours, is located at the apex of this semi-tropical park which includes tables, chairs, rest-rooms, picnic facilities (and even ladder bridges over the river!). It is all designed for the public, free of charge—or any commercial message; and Mexican families in cars, trucks, bicycles and on foot frequent it like a local Chautauqua.

All in all, advertising is much the same south of the border as it is here, once the language barrier is surmounted and the different social mores grasped.

Translations No Problem

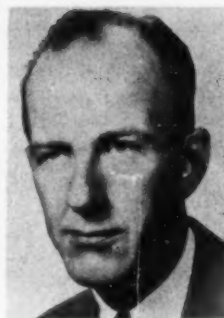
As to translations, these pose no problems if under the aegis of persons who understand the Mexican people and not left to Spanish-speaking personnel who may know the language but not the idiom. Also prerequisite is an insight into the mixed culture—and, consequently, the complex psychology of Mexican nationals.

Best up-to-date source of statistics in the country is Banco de Mexico, the wholly owned government bank. An excellent, growth-oriented department within this institution has devoted itself to highly skilled appraisal of the nation's economy. It is objective rather than propagandistic. Data are also available, on an area basis, to business firms or individuals interested in investigating the Mexican market with a keen eye to expansion.

One word regarding the state of this nation which occupies the catbird's seat in relations between the United States and Latin America—don't sell it short! Cartel interests . . . astute internationalists . . . today neither shrug off nor short-change the Mexican market! It is different and it may be difficult—perhaps not designed for a routine profit venture!

But for the pioneer who knows what he is going into, Mexico may well be a lush and latent market. •

by Paul Bringe



WORDS YOU WILL USE IN THE SIXTIES

PART ONE

MANY OF US will be using the same words in the '60's that we've used in the '50's and '40's. But we are not likely to get the same results with them that we have been getting. If you are satisfied with the results you have been getting with your direct mail copy and with the words you use every day in your business, you are not going to be satisfied in the years ahead.

In the past ten years many direct mail people have been questioning the results they get with words. Some users, attempting to compensate for the lack of pulling power in their copy, go overboard with artwork, photos, gimmicks and similar vaudeville techniques to interest their prospects and sell their customers. There is nothing wrong with using all of these aids to help the sales story—it is when they are no longer considered as helpers but are expected to carry the main burden of the sales story that we find ourselves in trouble. Over-use of gimmicks generally indicates a failure to use words properly.

Consider that advertising in the form we know it is a development of the past 100 years. Before that a tradesman was identified with a symbol in front of his shop. The boot identified the shoemaker, the mortar and pestle the druggist, the red and white pole the surgeon. These symbols were not used for their decorative value—they were not considered quaint as they are today. They were used because the majority of people could not read or write. It was the only way a craftsman or tradesman could tell the illiterate citizen what could be found in his shop. Beyond that, advertising had to be by word of mouth. If you wanted a product or service in a strange city, you had to

ask a native where it could be had.

If you think compulsory schooling was invented in this country because we were pure in heart and wanted all men to have the benefits of education, you are wrong. Compulsory schooling was a natural outgrowth of the industrial revolution. Many a manufacturer understood that his factory would be more efficient if his workers could read instructions. He realized he would not have to tell each man in person what he was to do—much easier if printed instructions could be posted and the workers could read for themselves what should be done.

The tradesman realized that a citizen who could read and write would be a better customer and that with general education he could speak to many at the same time through the printed page rather than talk to just the few he could reach personally. So the manufacturer and the merchant were all in favor of general education. All that was needed was to find someone to pay for it. The job was turned over to government, because that way the citizen gaining the benefit of all these printed instructions could pay for them himself.

Advertising Was Simpler

Printed advertising couldn't get off the ground until there were enough people who could and would read print to make it worth-while. Eighty years ago a fifth grade education was considered pretty good for the average man, and advertising reflected it. The average ad said, "Buy Wonder Soap," and showed a housewife using it. The ads of that day could not say more, because the citizen could not read or understand much more.

Forty years ago a fair number of people were getting a high school education. They could read and write

REPORTER'S NOTE:

No UPGRADING LETTER COPY this month. Somewhere twixt our office and the engravers, the two letters to be illustrated were lost. Probably will appear out of some snowdrift when the thaw comes. Anyway, here's Part One of Paul's fascinating talk given before the DMAA convention this past Fall. Will print the final portion next month in addition to regular column.

pretty well. Advertising reflected that, too. Ads began to say more and about that time direct mail was beginning to grow because there were more people who could and would read letters—and understand them. Printed advertising has never been able to go faster than the reading and writing ability of the public.

What does this mean for us in direct mail? It means the words we use can never go beyond the capacity of our particular audience if we expect them to be effective.

It also means we must keep our copy up to the educational level of our audience, and the educational level is advancing every day. What was good enough in 1950 is not necessarily good enough today. What did well enough in the '50's may leave them cold in the '60's.

Psychologists tell us that most of us think with words—that without words we would have even less original thinking than we have today. That seems reasonable because certainly nothing much happened anywhere in this world until the printed word became commonplace. A printed word is not only a means of making ourselves understood—it is also a means of understanding ourselves. Written or printed words can tell you what your correspondent wants you to know—it can also tell you many things about him that he does not want you to know.

This is true because the words we use have more than an obvious mean-

ing—they paint a picture for our reader of what we are, and if what he sees in that picture is not very flattering, he will tell us, either by not buying our offering or by the words he sends back to us when he does buy.

I am not now talking about the literal meaning of the words we use. I am talking about word patterns and combinations that give an overall impression of the writer to the reader. None of us consciously interpret this background impression when we read a piece of copy or a letter. It goes to our subconscious and returns to affect our word patterns and combinations without our knowing it. There is a branch of science that has developed the interpretation of these patterns to a rather high degree. It is called psychiatry.

There are some very successful people in direct mail who have developed the capacity of interpreting the background pattern of the words they get from their customers and prospects. They know, usually without thinking it through, what kind of mental pattern they must look for in a prospect—they know what kind of background impression they must create in their copy to appeal to their particular buyer. They acquire this skill from long years of reading the "backtalk" from their customers. They know how their buyers think and feel, and they have a mental image of the particular kind of human animal who will best respond to their product or service.

These successful direct mail people may not even know they have this intimate knowledge of their buyers—their call it intuition, they call it the human touch, they call it product knowledge, they call it 101 things except what it is. What is it? It is a hundred thousand, a million, a hundred million bits of information that have filtered into the mind over the years, unbeknown to them. It forms a matrix or pattern which molds and forms their own thinking when they sit down to talk with their customers and prospects through the printed page.

The second and final part of "Words You Will Use In The Sixties" will appear in our March issue. Paul will show that ideas and words must keep pace with modern demands, and how direct mail creators can learn a valuable lesson from modern science in evaluating their prospective markets.

Paul's regular column, will resume next month.

THE COMPANY EDITOR

A Column on House Publications

by James McAdam

Somebody Up There Doesn't Realize

General sales departments are well aware that prospects, at best, are disinterested and, at worst, downright hostile. They also accept the fact that the full burden of changing this attitude to one of desire for the order blank rests squarely on the shoulders of the salesman. That's why they send forth their "knight-in-shinning-order-blanks" carefully groomed and trained to use every technique of persuasion in the book.

Would they were equally convinced that the same set of conditions surround the success of the internal publications they create to train, advise, and inspire their own sales force. Unfortunately, too often, they overlook the fact that the company publication is also a salesman, a seller of ideas. That the members of the sales force are *only prospective* readers. That the full burden of interesting these prospective readers rests squarely on the shoulders of the printed salesman, the company publication. That (just as it can't be assumed a prospective buyer waits, pen in hand, to sign the order blank), it can never be assumed a prospective reader waits, mind in hand, to buy ideas—even those blessed by birth in the ivory tower. That the printed salesman must look as well, speak as well, and persuade as well as its human counterpart. If this truth were fully appreciated, many of the internal publications now issued would be recalled immediately for a "type facial" and a "copydo."

The internal publications issued by the insurance companies to their underwriters (salesmen) are a good case in point—not that the same couldn't be said of publications issued by other industries.

As Stylish as a Pierce Arrow

There is a sameness to the appearance of the insurance company publications that can be described in a

single word—Victorian! They're Victorian in appearance as well as Victorian in editorial attitude. One wonders how these printed Prince Alberts can be expected to seize and hold the attention of sales staffs whose members are as modern in their thinking as next year's model of an IBM computer.

They're clothed in white, coated as uniformly as a regiment of surgeons. Coated stock has its good uses. But in my opinion, it is not the best for a within-the-family publication begging for attention from a group of men who already have too much paper to contend with. There is a cold, slick, stark feel and look to white, coated stock that makes a publication look about as "folksy" as a Supreme Court Justice. The insurance companies should consider printing their pieces on one of the many soft-textured colored papers available. These excite the eye, caress the touch, and wrap copy in warmth. Internal publications don't have to look as starched as a butler at Buckingham Palace and will be far more welcome if they don't.

Those mastheads could do with some streamlining, too. Is there some insurance law that decrees the masthead must include a picture of the home office building? This forbidding art dominates page 1 like big brother's evil eye, as though the home office didn't want to let the salesmen out of sight—even when reading. This symbol should be removed. It's an illustrative device that's as outmoded as brass spittoons for executive offices. Imaginative art, sans the father-image, should be substituted.

The insurance companies enjoy some of the most imaginative minds in the country. For it takes imagination to probe for and develop new types of insurance coverage. But the same can't be said for the minds designing the typography for their internal publications. Most look as

though printed from type cast for the original company policy. Furthermore, pages are crowded and columns, headlines, boxes look as though they had been thrown together hurriedly by a pressman's first-year apprentice—on his own time.

The illustration in these pieces is passe, too. Photos of personnel dominate. This is good. But is it necessary to take every photograph head-on from the necktie up? Why not some profile shots? Some action shots? Some full-length shots? Shots of underwriters engaged in hobbies, in activities. In short, why not some variety? One gets the impression the insurance company editorial files are filled with stereotyped portraits of all salesmen and, as their names come up in copy, their picture is plucked from the file and tossed into the type as indiscriminately as turnips plopped into a homemade stew. Photographs can add much life and interest to a publication. But they have to be used imaginatively.

No insurance company general sales department—nor any other, for that matter—would sit still for a salesman who insisted on making his rounds dressed in plus-fours and a belted suit jacket. Nor should they sit still for a printed salesman that goes forth to influence the sales staff appearing as a printed oddity of the "20's." The sales force is exposed to enough modern printing to be able to make sharp comparisons with the piece received from the home office. If the advice, training and inspiration contained in the publication are to be accepted by the salesmen as pertinent to their *present* day problems, the piece better not look like a *latter* day production.

Juvenile Journalism

But the most serious indictment against these publications is the copy attitude. They talk down to the sales force in a childish manner. This is strange. The insurance company sales forces are highly intelligent, mature and include men in extremely high income brackets. Can you imagine the reaction of a mature salesman to this example of copy from the publication of one of the company's most successful insurance companies: "Like 'way out, man, but far, have been the returns in this first week of ——— 1960 Policyholders' Service Days. Like, for insurance, this big hit with the Seen-Serviced-Sold report cards. So like droves of them have been making fast tracks into the Home Office all week, with like

maybe three-quarters of a million dollars worth of new protection reported on old clients and their families within just the first four days. Like ——— is really diggin' PSD, chaps." This copy continues in the same vein, all of it reading as though written by a "hep" high school editor.

"Poetry" is used for inspiration, too. Get a load of this:

"One, two, or three four
Each of these you will adore.
And five, six, believe you me
Are guaranteed to bring you glee.
One can be yours, come Halloween
If policyholders you've serviced, sold
and seen.

Give them service, pick up those sales
Earn prize points by the sales.
And one, two it could be you
Among the 'Top Six' when you get
through."

I'd like to add another line: "Dum dee dum dee dum dee dee. Just how silly can you be?" Have you ever heard anything written for adults that sounded so precious? The editors of the insurance publications would do well to remember this couplet by Wilfred Peterson, Editor of *The Friendly Adventurer*, house publication of the Birmingham & Prosser Co.: "To sell John Smith what John



A machine that labels up to 16,000 printed pieces per hour?

... and handles a wide range of sizes and thicknesses too? Yes, the Cheshire Model E! This remarkable machine automatically applies labels to all types of printed pieces at cost-cutting high speeds. Requires only simple adjustments to handle smaller postcards and envelopes ... middle-sized pamphlets and brochures ... or larger magazines, catalogs and quarter-fold tabloids. Applies wide-strip, narrow-strip, continuous pack form, cut or individual labels. Easy to operate, too!

The Cheshire Model E.

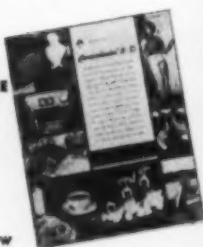


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descriptive brochure.



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● get
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Creation and production service can bring you full color direct mail and advertising materials at surprisingly low cost — often lower than an ordinary two color job.

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natural color with added depth

- post cards
- circulars
- direct mail
- dealer aids

CURT TEICH & CO., Inc.
1713 W. Irving Pk. Rd., CHICAGO



YOU'LL NEVER KNOW

... whether we can help you improve the results you're getting from your direct advertising unless you inquire.

The Buckley Organization, Inc.
2106 Phila. National Bank Bldg.
Philadelphia 7, Pa. LOcust 3-0180

New serving such clients as IBM Electric Typewriter Div. □ IBM Data Processing Div. □ IBM World Trade Corp. □ Mosler Safe Company □ Service Bureau Corp. □ Farm Journal □ Lummis & Co. (Div. of U.S. Tobacco) □ Pures Corp. □ DuPont □ J.B. Lippincott Co. □ Hastings & Co. Inc.

Smith buys, you must see John Smith through John Smith's eyes." This goes for John Smith insurance underwriter, too. He's no high school sophomore.

Off On the Wrong Foot

This critique could be carried on in detail for several more pages and perhaps we'll do it another time. But I think the point has been made. So let's conclude.

Whatever faults are found in the internal publications created for sales forces—and perhaps other employees—seem to stem from the basic misconception that salesmen, simply because they're on the payroll, are eager to read *anything* from the home office. This is a pipe dream of the first order. Anybody who has been a salesman knows it is simply amazing how often home office communications will be ignored if the opportunity exists. And salesmen certainly have plenty of opportunity to ignore "The Home Office Post."

Therefore, the home office must accept the fact that the burden of interesting the salesmen rests squarely with the publication, and no stone should be left unturned to make this silent salesman as attention-getting and reader-compelling as possible. This means that the editing of the publication must be placed in the hands of an experienced man. If such a man does not exist in the sales department, a qualified outsider should be enlisted. On the other hand, perhaps these pieces would be improved by their present editors if "the brass" could be convinced to keep hands off the project—except to sign big enough checks for the editors to do the job well.

At any rate, salesmen deserve better. Just ask one. •

A WELL-WRITTEN LETTER

Our hypothetical "gold palm" for the best social service solicitation of the past year goes to whoever wrote the copy for the letter mailed by the Sales Executive Club of New York (Hotel Roosevelt, New York 17, N. Y.). It was most likely produced on an automatic typewriter, as it had a personally typed appearance and perfect fill-in of name, address and salutation.

Read it carefully and see how the need for project is pictured in an exciting manner.

Dear Mr. Hoke:

Almost every day you get appeals from causes which are worthwhile but which do

not necessarily touch you personally. This letter concerns one that directly affects you and your family.

Today, two forces are battling for the minds of young people. One is Communism—the other is the freedom of thought and action we call Democracy.

These young minds are pretty susceptible. Students riot in Korea and Syngman Rhee quits. Students riot in Cuba and Castro takes over. Students riot in Japan and Kishi steps down.

"Ah," you say, "but that couldn't happen here." Couldn't it? A recent survey by the Opinion Research Corporation of Princeton, N. J., shows that our students are strangers to the world of big business and focus on its faults—45% favor government ownership of essential industries; 47% favor government control of the size of company profits.

Young minds can be converted or subverted. Communist propaganda is at work every minute to persuade, seduce, confuse.

You have a personal stake in this, and there is something positive you can do. Junior Achievement of New York is teaching our high school students the great advantages of the American way of life. Here is how it works:

High school students are invited to Junior Achievement centers. In groups of 15, they organize Junior Achievement companies. With the help of adult advisors they choose a name, raise capital, select a product to manufacture. Then they market the products, pay themselves salaries, and at the end of the season pay off their stockholders. *These young Achievers "graduate" unanimously sold on the profit system.*

You can take an active part in Junior Achievement in any one of three ways. You can give a personal contribution, you can ask your company for a contribution, you can ask your company to supply the adult advisors. Isn't this something which you would feel pride in doing? Will you fill in the enclosed card today?

Sincerely,

(Signed) JULES B. SINGER
Junior Achievement Committee
November 1, 1960

A NICE WAY TO SAY MERRY CHRISTMAS

We liked this printed form letter from Joseph H. Snyder, president of Color Corporation of America (P.O. Box 3366, Tampa 9, Florida) which he sent to customers during the holiday season.

Dear Sir:

Once again in the spirit of the Christmas season and as a token of the excellent accord which exists between your good firm and ours, we have taken the liberty of making a modest contribution in your name to the Heart Fund.

May we wish you a Merry Christmas and a Prosperous and Happy New Year.

Signature was printed in blue.

Maybe we're sentimental, but a message like this seems to convey the real spirit of the Christmas season. It's something we all might think about next year when the time comes to decide about our company's "gift" program. •



"Reed-able Copy"

A Monthly Clinic Conducted by Onville Reed

I'M UP to here in 1961 predictions.

A syndicated business columnist writes that there will be 3 more months of depressed business and then will come the upturn.

Another says the stock market is too high. Still another talks about weakened steel production.

If you read enough of the droolings of these seers you can get yourself into a mental dither.

But we don't let them affect our thinking. We know, for we've proven it through one big depression and a great many little recessions, that there's always business to be had, though it may not be distributed among all competitors in the same proportion.

We've found that experts about general business conditions are often as wrong as they are right. We know that regardless of general business conditions, any individual company can hold its own—or go ahead of the previous period's volume—if they will go out and work for it.

Perhaps the business you will get during the next few months will have to be taken away from someone who is getting it now. Or you can create a product not before marketed and open up a brand new source of orders.

When business is slow the salesman may have to make two calls where he is now making only one. Your direct mail may have to do twice as effective a job as it ordinarily does in order to bring in the same amount of inquiries or get the same amount of business.

But, when orders come hard you can get more than your share by contacting more people, telling your "benefit" story more often and more effectively.

Whether big business prognosticators are right or wrong, you should sharpen your "convincing" tools, hammer away relentlessly, sell harder, cut out borderline appeals, and talk

good hard sense to get the good hard dollars of people who need what you have to sell.

Sensible Subscription Approach

It's heartening to see a magazine subscription letter selling what all good subscription letters ought to sell—the editorial content of the magazine.

Good Housekeeping's current mailing ought to do a good job because of the good use of this selling technique instead of falling back on the "special offer" gambit.

This letter starts to sell right on the envelope. A plain white envelope instead of the circus-type embossed and colored jobs we see so much of.

The few lines of type on the envelope quickly tell the recipient something he likes to know and something that answers his question, "What's in this letter for me?"

The heading in red type "32 WAYS TO SAVE TIME AND MONEY" is followed by nine of the 32 items. At the bottom of the 9 listed benefits are these words: "(23 more inside)." Immediately gets the interest of the reader and suggests opening the envelope to see what's inside.

Of course there is a special introductory offer in the letter itself. But the cut price offer is made only after the letter has interested the reader in what he will get for his money.

Not a Retraction!

For one who preaches "Say what you mean" and tries to live up to his preaching, I seem to have missed the mark in the December Reed-Able Copy. A reader has read into my writing somethings I didn't mean to convey.

The subject of that column, you may remember, was the use of trick phrases and gadgets. In my usually mild way I suggested that if a writer of letters were left to his own devices, sans pressure from clients or bosses, he would not resort to trying to be clever or to use so many gadgets

which he sometimes does to impress the fellow who O.K.'s his copy.

Another remark made in that column was that at least 75% of the DMAA Award Winners were chosen because of the cuteness of their presentations, their gadgetry off-beat approach, or trick format.

In all this I was making an appeal for the return of direct mail copywriters to simple, plain, logical persuasion, clearly put and free of hyperbole and gadgets.

My remarks raised the hackles of a reader. Here's his letter:

Dear Mr. Reed:

Your column in the December issue of *The Reporter* is not the informed comment one would expect from one experienced in the many and varied uses of direct mail. It is misleading, offensive and just not true!

You lump together 75% of the recent award winners and classify them as dishonest because they resort to "gadgetry." Yes, you have branded as dishonest the people who have created these campaigns and you have added the unsavory word "coward" after the dishonest by implying that these campaigns were the result of fear of the client and unconditional surrender to the pressure the client exerts to attain "cuteness."

Did you bother to analyze the objectives of these programs or to investigate the results? Did you ask yourself how you might have approached each one or did you merely decide to condemn them because they didn't contain the formula sales letter and reply card?

In fairness to the many honest and respected people who had a hand in creating these campaigns, I suggest that in the most "Reed-able" way you include in your next column a retraction of this grossly unfair blanket indictment.

Very truly yours,

WILLIAM H. JEFFERSON, President
JEFFERSON ADVERTISING AGENCY, INC.
LaCrosse, Wisconsin

Evidently I didn't say what I meant. Because Mr. Jefferson accuses me of calling users of gadgets and DMAA Award winners DISHONEST and

COWARDS. Those two words were not used in my copy . . . nor were they implied. I was also accused of making a blanket indictment of users of gadgets in direct mail. This also could not be read even between the lines in my copy.

This is not a retraction of what I had to say. Call it a clarification. I'm not against gadgets as such—only their misuse. I'm not against cute presentations as such—only their misuse. I'm not against Mothers, either—only those who drown their babies.

Words to Write By

The first sentence of your letter is usually the first thing a prospect reads. Your job is to make sure it isn't the last.

You can't make friends of strangers by shouting at them. Neither can your letter.

Never write a sales point that sounds like an argument. A sales point can be stated. An argument must be won.

There is almost as much danger in hitting the wrong typewriter keys as in hitting the wrong guy. •

TURNING A HANDICAP INTO PROFITS

Our old friends, Luise Storz and Alma Underwood, operate a letter-shop and letter consulting service labeled Lettercraft at 22 W. Madison St., Chicago 2, Ill. Luise for many years was sensitive and embarrassed about her growing deafness . . . but she refused to wear a hearing aid. Finally, she just had to succumb. The relief was so great . . . she felt she could prepare letters which would change the minds of reluctant people who dreaded the thought of hearing aids.

We've seen some of the letters she wrote to manufacturers of hearing aids . . . soliciting their business. Good letters, and effective. Lately, Luise has been writing letters to local hearing aid specialists and has been getting good results. Reporter readers might be interested in the copy (mimeographed without fill-in on Lettercraft letterhead):

I WAS HARD OF HEARING
..... Now wear an Aid!

Adjusting to a hearing aid is a deeply personal matter. Since I have experienced the emotional impact of entering "a new world of hearing," I am confident my services may prove helpful to your company, in its sales promotion of aids and accessories.

I, too, was one of many who suffered

through years of resisting help. Countless were my moments of embarrassment and frustration, attempting to hear words and phrases that refused to come through.

As you may have experienced, the hard-of-hearing are a very sensitive group. At the same time, they are fully aware that something should be done about their handicap, and that you, as a hearing-aid specialist, are in position to help.

A friendly letter, written with tact and understanding, will encourage the hard-of-hearing to come to you for assistance. My firm, LETTERCRAFT, specializes in sales and advertising letters, as well as supporting direct mail. Two styles of letters are enclosed.

For further visual proof and an "audition," contact me at

Franklin 2-8734

(Signed) LUISE STORZ
of LETTERCRAFT

A BOOK REVIEW

Max Lloyd, executive director of the Mail Advertising Service Assn., 622 Fifth St., N. W., Washington 1, D. C. saved us the trouble of reviewing a new 225-page book by Floyd Clymer, 1268 S. Alvarado St., Los Angeles 6, Calif. When we received our advance review copy of *The Post Office Dilemma And What To Do About It*, we didn't know exactly what to say about the mass of seemingly unrelated reprints. So we'll quote Max Lloyd:

"We don't know why Clymer, (a publisher of 'books relating to automobiles, motorcycles, motor racing and Americana') ever got involved in such a project, but he has apparently been saving up material to 'get the goods' on the P.O. for a number of years. Book starts out asking 'Do you know?' a number of questions on what is wrong with the P.O., ends up with a reprint of Sen. Olin D. Johnston's Reader's Digest article on 'How to End Our Post Office Mess—Permanently.' In between these two, the editor has documented and reprinted criticism, comment and suggestions on the Post Office that will be a delight to the Department's critics. We personally feel the editor has gone overboard and carries some personal arguments and frustrations into print. But we believe it's worth the \$5.00 price tag to the student of postal affairs." •

TAKE TIME TO DAYDREAM

We liked this item in the "Monthly Preview" newsletter issued by Management Magazines, Inc., 22 W. Putnam Ave., Greenwich, Conn. Contains advice worth following.

"Some executives brag about how hard they work. Often, these braggards are a little frazzled around the edges. Their preoccupation with business actually harms their business, states the December issue of MANAGEMENT METHODS magazine.

"But it's accomplishment that counts—not how much time, labor or nervous energy that's expended. Believe it or not, day dreaming can help you get your job done

faster and better.

"The key: relaxation. Take a couple of minutes to stare out your window. Don't be ashamed of an occasional idleness. Relaxation can contribute to your work. It can clear cobwebs, relieve tension and neutralize annoyances.

"So before the doctor—or the board of directors—tells you to take it easy, do it. A pause now and then will refresh you for the mental hurdles ahead." •

SHORT EDITORIAL

We liked the following "shortie" in the current edition of *B-B Shots*, the always good newsletter of Byer & Bowman Advertising Agency, Inc., 66 S. Sixth St., Columbus 15, Ohio. This breezy four-pager with typewriter set-up and cartoons has been going out for more years than we can remember. Always contains twelve to sixteen individual items about current events tied in with products of clients. It's one of the best agency self-promotions in the country. You should like this statement of policy, plus a cure for suspicious business morals:

PRICE, LIKE SEX, IS SUPPOSED to have universal appeal. But there must be millions of persons who don't figure all that counts in a purchase is saving a few pennies or dollars. They're concerned with the real benefits of a product . . . what can be expected in performance . . . in dealer service . . . and in make-good if performance falls short. Bargain offers which entice the public bring a temporary gain. But too often the purchase is delivered with nuts, bolts and screws loose . . . the door doesn't shut tight, and there's a short somewhere. Before long the thing looks and functions like something no self-respecting cat would drag in. The sooner quality again becomes a fact instead of a fable, the quicker the growing suspicion of business morals will vanish. (In operating our agency, B&B makes no effort to underbid anyone. We've concentrated on bringing together a talented group of dedicated and ethical individuals equipped to render total service. As we enter our 35th year we intend to maintain that ideal.) •

AN OLD QUESTION

Questions about direct mail seem to pop up in cycles . . . possibly caused by interest on the part of newcomers into the field. An old one now current is, "What percentage of return can be expected from direct mail?"

That's about as silly as the gag one delegate at the Miami DMAA convention pulled on a roundtable counselor, "If I mail a million letters, how much money will I make?"

Percentage returns from direct mail depend on purpose of the mailing. In mail order work . . . a 2% return may be satisfactory. In industrial appeals for capital equipment, a 1/10th of 1% may be wonderful. For inquiry mailings to develop leads

for salesmen, 10% to 20% may be fine or too much. Questionnaire mailings have pulled anywhere from 10% to close to 100%.

Before you ask that question again, better read the Reporter feature study, "How to Think About Readership of Direct Mail." It's available in pamphlet form for \$1.

A MUST FOR EVERY BUSINESS

Of all the time and labor-saving devices we've seen, this one is tops in simplicity. Sent to us by Lenore Smith, advertising department of Tandy Leather Company, 300 Throckmorton, Fort Worth, Texas, this list of 13 excuses has become an indispensable part of our vocabulary. Post it on the wall, require your employees to memorize it, then use numbers to justify a mistake, and soon there will be so many figures flying around your office, it will sound like the New York Stock Exchange at high noon.

For your convenience, Tandy Leather's Table of Excuses:

1. That's the way we've always done it.
2. I didn't know you were in a hurry for it.
3. That's not in my department.
4. No one told me to go ahead.
5. I'm waiting for an O. K.
6. How did I know this was different?
7. That's his job, not mine.
8. Wait till the boss comes back and ask him.
9. I forgot.
10. I didn't think it was very important.
11. I'm so busy I just can't get around to it.
12. I thought I told you.
13. I wasn't hired to do that.

THE CHRISTMAS LETTER WHICH WILL NOT DIE

Bob Cramer of Ozark Fisheries, Stoutland, Mo., sent us a copy of the letter he used this past season. Along with it was a copy of his mimeographed Christmas letter of 1948. That one was prepared for Ozark by the late "Cordial Contact" Jack Carr. Bob simply changed a few words for the 1960 message. The records should show that Jack Carr wrote his original Santa Claus letter back around 1922 for his own lettershop and creative service in Milwaukee. Since then it has been copied, revised, adapted thousands of times. And it is still exciting copy.

Here is the 1960 version:
HAS THIS HAPPENED
AT YOUR HOUSE LATELY?

Do you find catalogs lying around—opened to pages of dresses or coats—with

Impact WITH A CAPITAL

EYE

for as
little
as 9¢
per mailing!

Never before such visual impact at such little cost!

Versatile new MAIL-O-VUE shows your products in dramatic, full-color transparencies through a unique viewer for as little as 9¢ — 20¢ in full-color stereo, complete.

Phone or write on
your letterhead to-
day for free sample
presentation of
MAIL-O-VUE. No
obligation.

Taylor
Merchant

the taylor-merchant corporation

48 west 48th street, new york 36, n. y.

Plaza 7-7700

JOIN THE CLUB

This club doesn't cost you a penny and gets you on no committees. It does give you a five-minute miniature convention each month when you read "Direct Mail Briefs from Bringe."

You get a few ideas, read occasional blasts about the Fancy Dans of direct mail and hear about the joys and tribulations of other workers in the vineyard.

You'll like it and it's free. Write today.

Paul J. Bringe, Inc.
221 E. Michigan St.
Milwaukee 2, Wisconsin

BIG RUN CATALOG PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our roll-fed printing and unique paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager,

CHickering 4-1000

CAREY PRESS
CORP.

406 W. 31 St., N. Y. 1

they
really
move!

Put motion
in your
promotions.

REAL METAL

WORKING MINIATURES!

HIGH appeal at LOW cost.
with tiny, exact scale
tools that REALLY WORK!

2 types: MOVABLE and
ONE PIECE miniatures,
in bright or gilt finishes



NEW TOOL KIT
5 gilt-finish tools in red
vinyl roll. Shipped as-
sembled. Can be imprinted.
Write, wire, phone TODAY for samples
& prices on GRC metal miniatures.

GRIES

GRIES REPRODUCER CORP.

World's Foremost Producer of Small Die Castings
11 Second Street, New Rochelle, New York
Phone: NEW Rochelle 3-8600

advertise YOUR MAILING LISTS in this magazine

Let us help you earn extra income from the rental of your customer and prospect names to companies not competitive to your line of business. You can earn \$15-\$20 per thousand-and-names-rented. This could be your answer to rising costs, to help defray the cost of building and maintaining your lists.

Many, many readers of this magazine are in the market for new sources of names every week of the year. Your names may be just what they are looking for to sell magazine subscriptions, quality products to consumers and business executives, quality business services of every description. Make these pages a prime source of contact.

HOW TO GET AN INQUIRY—The headline of your ad should state specifically the kind of people on your list and/or what they have bought or inquire about. For example: Buyers of Expensive Gifts; Subscribers to ABC Engineering Gazette; Inquiring Prospects for "X" Business Service. You should state the number of names you have on each kind of list you are offering, rental price, how names were acquired, when acquired (age), whether your list is on plates, stencils, labels or must be addressed from cards, and give some idea of what your customers buy from you, (unit of sale) or what your inquirers inquired about.

YOU WOULD DO WELL TO WORK THROUGH A BROKER—The details of rental (order handling, follow-up, payment, security) will be easy if you work through a qualified list broker (see our Direct Mail Directory in back of this issue under Mailing List Brokers). They can advise you in so many areas of pricing, amount of use your list can stand, who should be able to use it, how to handle your list. They will secure samples of proposed mailing piece to be addressed to your names so that you can approve or disapprove the order. You are always in control of who uses your list. Yes... brokers can be invaluable... can bring rental business to your door, regardless of any advertising you do here. But advertising does bring your list to their attention in the first place, reminds them that it's on the market and at the same time, informs renters (many of whom the brokers are in close touch with) that you have a list on the market that they should test. Matter of fact, will be glad to send you tearsheets showing a wide variety of typical list ads that have run in our magazine that you can use as a guide.

ADVERTISING RATES:

| Space | 1 Time | 6 Times | 12 Times |
|-----------------------|--------|---------|----------|
| Full Page | \$425 | \$400 | \$375 |
| Two Thirds Page | 320 | 300 | 280 |
| One Half Pg. (island) | 240 | 250 | 240 |
| One Half Page | 245 | 235 | 220 |
| One Third Page | 175 | 165 | 150 |
| One Sixth Page | 90 | 85 | 80 |
| One Inch | 22 | 20 | 18 |
| Inside Cover | 450 | 425 | 400 |
| Back Cover | 475 | 450 | 425 |
| 2 Page Spread | 800 | 750 | 700 |

Rates Based on 11,000 Distribution

Reporter of Direct Mail Advertising

224 Seventh Street, Garden City, L. I., New York

- () Please send us tearsheets of typical list ads.
() Contact us immediately about our list ad.

Name

Company

Address

City

Zone

State

certain sizes checked? And right alongside—a magazine with a big picture of a smiling Santa?

Has Junior floored you with—"Hey, Pop, I won't be needing the car any more until after Christmas"?

Get the hint? We're in the midst of Christmas time. So much has already been said about Christmas, there is little I can add in the way of interesting information in this letter.

But... speaking of Christmas and letters, reminds me of the very first letter I ever wrote. Let me tell you about it. At the ripe old age of eight years I wrote my very first letter.

Yes, sir, my first letter was to Santa Claus! And by golly, it brought good results.

I asked Santa Claus to bring me a History of America and a Pair of Roller Skates. He did!

From the history book I learned that folks are pretty much the same, regardless of race, creed or religion. There's good and bad in all.

From the roller skates I learned to take the falls and bumps of life—with a smile. Maybe I do have more than my share of mush in my make-up. But I do have a soft spot in my heart for everyone, everywhere. Yes—it is a grand feeling.

So—pardon me please, if I don't even slip in a single sentence concerning Ozark Goldfish. You know all about 'em anyway. All I want to say today is:

Merry Christmas to you and God bless you all!

(Signed) BOB CRAMER—speaking for all the folks at Ozark Fisheries, Inc.

THE LONG AND SHORT OF IT

A pungent commentary from Paul Bringe in a recent issue of Briefs from Bringe:

"My wife considers me an even tempered man—most of the time. My friends say I am fairly easy to get along with—usually. I am not given to talking back to police officers or challenging the man who says he can lick anyone in the house.

"Yet my hackles snap to attention and all reason departs when someone says, 'The letter is too long, etc.' Presumably such a person has a mind, little used, but his head bone is not necessarily connected to his jaw bone. He is saying the letter is too long for him and therefore is too long for all. This is in itself presumptuous and if it says anything, tells us that the speaker's attention span is akin to that of a fly.

"If it was customary to use letter-heads 16 x 24 instead of 8½ x 11, the letters we call long might be short. If our typewriters gave us 20 lines to the page instead of 66, the letters we call short might be long.

"Too long is not long enough if it does not tell the whole story. And too short can be long enough if it produces action. Is the letter interest-

ing? If it is it can be 40 pages and we will wish it to be 80. How wet is water? Depends on if you are drinking it or drowning in it." •

FUND RAISING WITH A LOT OF HEART

Who was it said, "Out of the mouths of babes come gems of wisdom"? Al Larson of Consumers Union thinks the following is a gem, and we're inclined to agree with him. This simple fund-raising plea was prepared at Albert Leonard Junior High School, New Rochelle, New York, and was mailed out (mimeographed) with a business reply envelope. See if you don't like it, too.

To our dear Parents . . .
Understand our plight and listen to our plea

Our treasury needs the funds you see
Being parents of Albert Leonard children
You know the state of our school "Buildin"
To have a fund-raising ball we fear
Will be impossible this year
May we invite you to be our guest
At a "Stay at Home" and have a rest
January 29th is the date
So save this night and don't be late
Because we have an empty till
We enclose an envelope for you to fill
We really need a dollar or two
However we'll leave the amount to you
You won't have to bother with car pool or dressing

Or urging your spouse who is always protesting

At home without any bother or fuss
Sit down, relax, and have a drink on us!

MANY THANKS

Ways & Means Committee

THE WORD IS EXECUTIVE

EXECUTIVE used to be a *rare* word. Now, as Herb Daniels, writing in the *Chicago Tribune*, puts it, everyone is an executive including the garbage man who is now known as an executive sanitation engineer.

"Take used cars," Mr. Daniels says. "Once all used cars were touted as having been owned by little old ladies who never drove over 15 miles an hour, and never in the rain. Now the little old lady has vanished. The magic words that quiet engine knock and restore new car luster to the crate you buy are 'Executive driven.'"

"We have executive shoes, cuff links, neckties, shirts, hats, suits, socks, cawn likker, and wives. There are executive restaurants, hotels and furniture. All that's missing so far is an executive athlete's foot cure. Don't snicker—it may be just around the drug store corner.

"Once executives were pretty scarce

—rare fellows with bad tempers and lots of dough. The Boss. Then he got tired and we got executive committees. Now we have executive managers, salesmen, engineers, housekeepers, chemists, secretaries, brew meisters, and for all I know, executive office boys. *Who does the work?*"

—From *The Notebook of a Printer*, h.m. of Hampshire Press, Inc., 93-97 Ongley Street, Rockville Center, N. Y.

AD MEN COURAGEOUS

"Let's Break the Mirror on Friday the 13th," said the Cleveland Ad Club's promotion prior to its meeting on the 13th of January. A series of four mailings forcefully reminded members and non-members that the 13th was a Friday, but to ignore superstition. After all, this is an enlightened age.

The ad club made hay of the date by using speaker John Yeck's picture on two of the four envelopes. Photo was doctored to look as though it were a cracked mirror—to tie in with copy theme inside. Another featured a picture of a voodoo doll with the legend "Friday the 13th at the Cleveland Ad Club" staring up at the recipient in his morning's mail. The final reminder mailing promised unlucky prizes and unlucky numbers.

All of this promotion—plus the "accident" of the day he was to speak tied in handily with Mr. Yeck's talk which concerned costly superstitions in advertising. •



Thanks to Bob Silverman for the pieces, and thanks too, to John Yeck who followed up with the lowdown on results. It seems the Cleveland Ad questioned whether "Bill Clawson and company" could get 75 or 80 people to a direct mail meeting. They got so mad, John reports, that they dreamed up the broken mirror angle, proceeded to sell 504 tickets to a 360 seat room. The overflow went on to the next floor, and they had to turn away 50 or 60 others who ate elsewhere, and then came to the meeting. •

Offset Users...

NO TYPE USED IN THIS AD!

Not one piece of metal type went into the preparation of this ad—only FOTOTYPE for displaytype and an electric typewriter for bodycopy. Savings up to 90% are possible using this combination for ads, house organs, presentations, catalogs, etc., to be reproduced by offset, zincs or silk screen. Write today for new 68-page catalog. It's FREE!



Direct Mail and Mail Order

COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Barnwell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

23,000 HIGH SCHOOLS —

Names and addresses on addressograph plates. Available for addressing your direct-mail promotions.

For complete details, write, wire or phone. . . .

SPECIAL CORRESPONDENTS, INC.

230 East Ohio Street
Chicago 11, Illinois
DElaware 7-1065

PowerR

GOOD PUBLIC RELATIONS IS DOING THE RIGHT THING IN THE RIGHT WAY AT THE RIGHT TIME—REGARDLESS OF BENEFITS TO BE DERIVED HERE OR HEREAFTER.

Paul H. Dyal

Dial DYAL for PRINTING WOrth 2-0344

THE HOUSE OF DYAL

Printing — Advertising
57 Rose Street New York 38, N.Y.



YALE EXPRESS SYSTEM, INC.

2500001 N.Y. TRANSPORT CORP. NATIONAL FREIGHT CO. INC. - AMERICAN FREIGHT FORWARDING CORP. EXECUTIVE OFFICES: 460 12TH AVE. N.Y. 18 (DANFORD 5-0700)

January 4, 1961.

Gentlemen:

A paralyzing blizzard struck the northeastern states on Sunday, December 11th, the eve, of our two busiest weeks of the year, 44 unsorted trailer loads of LTL shipments, hundreds of snowbound vehicles, 17 inches of snow, freezing temperatures and a handful of employees able to report for snow detail, comprised our Monday morning problem. This was an act of God with which no Carrier can cope.

Although municipal snow removal apparatus went into immediate action, it was days before most streets had more than a single lane for moving traffic--with curbside pick up and delivery service almost impossible. Many Carriers remained closed. Recognizing the urgency of the season, however, Yale trucks were dispatched. Some tore up clutches and rear-ends, while others returned at night with much of the freight unable to be delivered. As late as Thursday, for example, six of seven trucks dispatched from North Bergen to Newark never made it, while the seventh was only able to effect one delivery in 8 hours. In short, more than reasonable diligence was used by Yale.

On Friday night over 400 of our employees were pressed into round-the-clock emergency work throughout the entire week-end. By Monday morning every shipment in our terminals had been unloaded, sorted, re-loaded and dispatched with deliveries continuing until the drivers ran out of hours.

We recognize that our customers expect and are entitled to service. Words are so terribly inadequate to express the tremendous disappointment that our people experienced in not being able to overcome the elements. We wish that there had been some way to bottle the sweat, photograph the blood-shot eyes, count the lost hours of sleep, measure the tired muscles and record the spirit and sincerity used, to prove to our customers that neither expenditure nor effort was spared to do the best possible job.

The blizzard, occurring right before Christmas, resulted in some customer disappointment. If you have been inconvenienced please accept our most sincere apology. You may be assured that our service will always be at our highest standards. May we wish you a Healthy and Prosperous New Year.

Sincerely,

YALE EXPRESS SYSTEM, INC.

Gerald W. Eskow

Gerald W. Eskow
President

GWE:lbg

A DRAMATIC LETTER

Customers of Yale Express System, Inc., 460 Twelfth Ave., New York 18, N. Y. were intrigued by this processed letter dated January 4, 1961. Adversities can be overcome by a frank letter of explanation such as this.

FACSIMILE LETTER TRANSMISSION NOW BEING TESTED

Transmission of facsimile letters from one city to another is now being tested by the U.S. Post Office. Installations housing transmission equipment are located at Chicago, Washington, and Battle Creek, Michigan.

This pilot facsimile mail transmission system is undergoing a test period at these sites, and if successful, the program will expand to encompass other U.S. cities.

Letters handled by "Speed Mail" (name of the system) are never seen by human eyes--machines do all the work. This complied with former PMG Summerfield's demand that the sanctity of the mail be preserved in the operation of the system.



Letters produced on "Speed Mail" forms are fed into a Pitney-Bowes "A" unit (above). This machine automatically knives off each letter's four sealed edges, and packs the forms in a locked metal cartridge to be inserted in Pitney-Bowes machine "B." Each of these cartridges can hold between 450 and 500 Speed Mail letters.

After insertion of the cartridge into machine "B" the letters are extracted from the cartridge at the rate of one letter every four seconds. The machine unfolds each letter and shows its contents to a Stromberg-Carlson scanner which instantaneously transmits the letter to a pre-determined machine in another city. The machine then refolds the letter and repacks it in another locked cartridge for temporary storage until such time as the original may be disposed of. •

FAMOUS SCHOOL (Cont.)

school's creative advertising director. Willard Espy. Leonard Reiss, director of advertising and sales promotion, concentrates on space advertising in working with the schools' agency, Wunderman. Ricotta and Kline.

The activity in the schools' mail room is a study in logistics. Mail is constantly pouring in and spilling out, whether it be direct mail advertising, lessons, critiques, textbooks, work folders or art supplies. Prefabricated mailing folders for art work are used twice—once when receiving, once when sending. The amount of postage generated by the schools is staggering, although exact figures were not made available to us. Since the school was founded, the Westport post office has grown from a third-class to a first-class installation, and the school accounts for about 35% of its volume.

IBM computing machines are used for billing, keeping track of students, logging in new accounts, and totaling the day's sales figures instantaneously at 5:00. Each student and prospect is recorded on punch cards, which also double as dye-transfer mailing stencils.

Mail Order Sales

Teaching is the prime purpose of the schools, but by no means the only function. An important part of the operation is mail order sales of art supplies to students who are unable to conveniently buy materials locally. In addition, the Famous Artists School publishes a 32-page quarterly magazine, with a circulation of 85,000. It goes to all students, past students and a select list of art directors, suppliers, critics, museums and so forth. The magazine serves as a showcase for the best work being done by students, and many of them have received work assignments through exposure on these pages. A similar journal for the writing school is projected.

While Al Dorne is the first to insist that the school does not obtain employment for students, it is none-the-less true that complete folders are kept on every student, present and past, in the art school. These folders are kept in circular files in the school's mammoth record rooms. Each folder contains the student's photo, application blank (including likes and dislikes in art and literature, ambitions, experience) photostats of every piece of work submitted and

graded, instructors comments, and all correspondence to and from the school. I examined many of the folders and most were bulging with correspondence and art. Requests for talented students services come into the school's offices, many times through exposure from the magazine. Often the inquirer just wants someone who is in his area, and is talented enough to do free-lance assignments. The school does its best to merge talent with the talent seeker, although this is a part of the operation never publicized since Mr. Dorne is highly sensitive to a possible charge of "bait" advertising.

Albert Dorne is proud of his school. He's proud of its honesty. Thirteen years ago, fellow artists questioned his motives (some even questioned his sanity) in going into the correspondence school "racket" (they called it). The doubters have had reason to regret their haste. The school has grown in stature with each succeeding year. Al, however, is not insensitive to the label of "gyp school." He is well aware that many, many bogus by-mail courses feed on the unwary in all fields. There are many honest businessmen, he reflected, in the home study field, who feel that the phonies should be ignored—not mentioned for fear that the onus of disrepute will rub off on the ethical. Al believes instead that the crooks should be brought out into the open and exposed for what they are. To ignore a blight is not to get rid of it.

We stand in line with Al on that point of view. There are many ways to combat dishonesty. Ignoring it is not one. Calling a thief a thief is. But the best way of all is to practice good business, to put ethics above huge profits, and to open your doors to scrutiny without hesitation.

Al Dorne won't permit a word to be published about his schools unless the writer has personally visited the offices in Westport. I made that visit, and I'm pleased to testify that by-mail business can use all the Al Dornes there are available. •

A midwestern college recently instituted a special English course to familiarize its foreign students with American slang.

What prompted it? Continued mis-handling of idioms, which reached a climax when one foreign student respectfully addressed a dean with, "I'm very pleased to meet you, sir. I've heard you are a wise guy."

Seen in Press Proofs.

We represent hundreds of the finest mail order and compiled lists available. Send us your mailing piece (or phone SPing 7-7460), and we will recommend the best lists for YOUR needs FREE OF CHARGE.

WILLIAM MADDERN INC.
215 PARK AVE. SOUTH • N. Y. 3, N. Y.

EVERY STYLE
in our Film Lettering Library
STILL ONLY
50¢
A WORD
Order by name from specimen book sent on receipt of 25¢. Mailings throughout USA.
FLEXO-LETTERING CO., INC.
305 E. 48 ST. • N. Y. 17 • PL 2-4943

If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. *Newsweek*, *Reader's Digest* and the *New York Times* have discovered the advantage.

Write for information—no obligation.

DeMutator N. V. Willemsmarkweg 112 Amsterdam, Holland

GIMMICK MAILINGS
LIVE FLOWERS
PLANTS • SEEDS • BULBS
ORCHAWAII
HQ: 305 7th Ave., N.Y. 1, N.Y. • DR 5-6500
BR: 30 W. Wash., Chi. 2, Ill. • AN 3-6622

WHOLESALE FOR 1961

Now available is the 1961 edition of "HIGHLIGHTS ON WHAT'S NEW WHOLESALE." This guide contains the latest in housewares, toys, giftwares, hardware, luggage, notions, novelties. There is also a special drop-ship section. Price is \$1.00 from:

EXCLUSIVE BUSINESS REVIEWS
115 West 30 St., Dept. New York 1, N.Y.

FULL COLOR POST CARDS

From original transparencies 1,000 @ \$75.00; 1,000 @ \$5.00 per M.; 6,000 @ \$19.75 per M. 6 to 8 weeks guaranteed delivery. Genuine photographic post cards in any quantity within 10 weeks.

THE GROGAN PHOTO CO.
Dept. 10, M. 2 Danville, Illinois



MU 3-1455
270 Madison/ny 10

Copywriting Studio Confidential Work

Add 25 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per job fee.

Persuasive Communication
any kind—any medium

SALES LETTERS, la femme!

If your market is women (and whose isn't) it's more persuasive to have a lady write them. Soft sell, hard sell, middle-of-the-road sell. Repro & Mailing Service, too.
LUISE STORZ and Staff
22 West Madison Street
Chicago 2, Illinois

Looking For EQUIPMENT?

Refer to The Direct Mail Directory on page



Max F. Schmitt

Business Mail Group Selects Max Schmitt For Executive Post

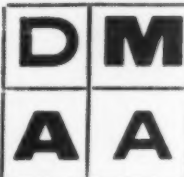
NEW YORK—Max F. Schmitt has been named Executive Director of the Business Mail Foundation. At the same annual meeting, Randall P. McIntyre, president of O. E. McIntyre, Inc., was re-elected President of the Foundation.

Mr. Schmitt has been president of the Wool Bureau for the past seven years, and was previously associated with J. Walter Thompson Co. and with Foote, Cone & Belding. He becomes the first full-time executive officer of the Foundation.

Elected directors at the January meeting, in addition to Mr. McIntyre, are: Kent Rhodes, vice president, Reader's Digest Association; David T. Jones, director of sales, Bell & Howell Phillipsburg Co.; George Kennedy, director of marketing, Champion Paper & Fibre Co.; Thomas A. Henry, advertising and sales promotion manager, United States Envelope Co.; George R. Bryant, president, George R. Bryant and Staff; Bernard Fixler, president, Creative Mailing Service, Inc.; John E. Tillotson II, president, Modern Handcraft Inc.; Robert F. DeLay, president, Direct Mail Advertising Association; and Max T. Lloyd, ex-

(Continued on facing page)

Edited by the
staff of DMAA



Direct Mail Advertising Association
230 Park Ave., New York 17, N. Y.
Murray Hill 9-4977

NEWS

Earle A. Buckley *Chairman of the Board* Robert F. DeLay *President*

Circulation Experts to Lead Discussions At New York Seminar Late This Month

NEW YORK—Outstanding authorities in the field of magazine circulation will speak and lead panel discussions at the February 28 seminar scheduled to be held at the Plaza Hotel here.

"Expanding Markets for Circulation" will be the theme for the day's sessions, arranged under the chairmanship of Frank Johnson, American Heritage.

Keynoter Robert Beers, Deputy Director, Information Center Service, U. S. Information Agency, Washington, D. C., will lead off the seminar with a presentation of impressions of the United States gleaned by overseas marketing personnel from their perusal of the American magazines they read.

"How to Get Circulation Overseas" is the subject of the discussion which will immediately follow. It will be presented by Jim Alberse of Time and Otto Smith of McGraw-Hill Publishing Co.

A unique type of report and projection will serve as the basis for a panel on "New Discoveries in Direct Mail." Here several circulation veterans including — George Hinkley, The Reporter; Ted Sloat, Fawcett Publications; Joe Vergara, Harpers — will analyze unusual mail appeals tested by them during 1960 and explain how they plan to use knowledge amassed from these tests during the current year.

"Gaining Circulation for a New Magazine" will bring forth an analysis of direct mail efforts made on behalf of four recently issued publications, Milt Williams, Metal Working Weekly, and Sidney Hertzberg, Current, will be among those discussing how their respective books went about solving the problem of obtaining subscribers.

The Circulation Seminar will then be brought to a close with an audience participation session around the material presented.

'Tough Industrial Buyer' Gets the Treatment At Day-Long Sessions in Chicago March 28

CHICAGO — Midwesterners are anticipating a bang-up meeting here March 28, when the Fourth Annual Business Promotion Seminar will convene its one-day session at the Sherman Hotel.

Program details are currently being put together by co-chairmen Bill

Charlesworth, of Deere & Co., Moline, Ill., and Robert Enlow, American Medical Association, Chicago.

To date, they have announced three major speakers:

Ferd Nauheim, Kalb, Voorhis & Co., Washington, D. C., who will serve as keynote speaker for the day's meeting;

A. E. Fitzpatrick, manager, Fleet Sales Dept., Studebaker-Packard, South Bend, Ind., whose subject will be, "Meeting the Tough Industrial Buyer Through the Mails" and

John Yeck, of Yeck & Yeck, Dayton, O., who will discuss "How Sales Promotion Can Help Your Sales Force."

Further program details will be announced in these pages next month.

New Slide Series Soon Ready

NEW YORK—An expanded slide program, encompassing a set of 200 full-color slides of 28 campaigns from the 1960 Leaders, is about to be made available by DMAA national headquarters.

Members will shortly receive information regarding rental and sale

prices for the slides, which are grouped into six separate sections: pharmaceutical, media, fund raising, merchandising, intangibles and industrials (including automotive).

The entire series, with accompanying script, was planned and produced by Elbrun French.

West Coast Group Preparing Plans For May Meeting

LOS ANGELES—Plans are rapidly maturing for the West Coast Spring Meeting, a two-day affair to be held in this city May 8 and 9.

Chairman Bob Hemmings, of Smith & Hemmings, has appointed his committee chairmen. They include:

Arrangements, Robert L. Hicks, Business Extension Bureau; promotion and publicity, Bill Gray, Smith & Hemmings, Rose Rashmir, Market Compilation and Research Bureau and Dick Krupp, Krupp's Direct Mail Advertising; entertainment, Len Carlson, Sunset House; program, Bill Hensley, Abbey Lithographers; exhibits, Ed Lefler, The Mailing House, Jack Thompson, Petersen Publishing Co.; regional participation, Fred Williams, The Pennzoil Co.; college and university attendance, Glenn Anderson, U.C.L.A.

An over-all steering group is also being assembled at this time.

Outstanding speakers are being invited, and further details on actual program arrangements are expected to be ready for announcement in these pages next month.

It is known, however, that featured program time will be devoted to five major phases of direct mail endeavor: industrial, consumer, mail order, retail and fund raising.

Based upon audience reaction to the highly successful West Coast meeting held in 1960 in San Francisco, this year's program group is concentrating on streamlining its sessions, so that no more than two major speakers will appear in any single morning or afternoon.

On the closing day, Tuesday, May 9, the luncheon meeting will be staged in conjunction with the Los Angeles Advertising Club.

Program Committee Plans Major Innovations For Association's 44th Annual Convention

NEW YORK — Thought-provoking, audience-participating sessions, rather than speeches and lectures, will be just one of the program departures that will mark the 44th Annual Convention of DMAA.

This marks a major decision arrived at by the New York Convention program committee at its initial session, held here in mid-January. The meeting sat under the chairmanship of Angelo Venezian, McGraw-Hill Publishing Co., who is serving as chairman of the Convention Steering Committee.

His announced purpose was "to call together a creative group to discuss the development of an interesting, exciting, newsworthy DMAA Annual Convention, uninhibited by any previous convention programs."

The opening general session of this year's Convention, it was proposed, will not feature a keynote speaker as has been traditionally done. Instead,

the possibility of a so-called "fanfare panel" is being considered, in which three or four speakers would share the platform, each with a five- to ten-minute presentation around a topic yet to be chosen.

For the 44th Annual Convention, which is scheduled for this city's Statler Hotel, October 10 through 13, panels were also proposed by the committee as an alternative to the more usual program of single speakers for each of the luncheon sessions. The possibility of a lunch meeting being devoted to a debate on a provocative subject is also being investigated.

Nicholas Samstag, consultant, is serving as chairman of the Program Committee working on these varied possibilities.

With Les Wunderman and Harry Hites carrying the ball, all promotion activities in connection with building Convention attendance will be handled by Wunderman, Ricotta & Klein, New York agency.

Ferd Ziegler Passes Away

MAPLEWOOD, N. J.—Ferd Ziegler, 45, a former member of the Board of Governors of DMAA, died at his home here January 24.

A vice-president of McCann-Erickson, Mr. Ziegler had been ill for several months. He had long been prominent in DMAA activities.

BMF Directors

(Continued from facing page)
Executive director, Mail Advertising Service Association.

Continuing as directors are: Henry Hoke, Jr., publisher, The Reporter of Direct Mail Advertising; Edward Lustig, president, Circulation Associates, Inc.; Hamilton Mitchell, vice president, Reuben H. Donnelley Corporation; and William Stroh, Jr., president, William Stroh, Jr.



New DMAA
Headquarters:

230 Park Ave.
New York 17, N. Y.

MURRAY HILL 9-4977

Calendar of Events

FEBRUARY

- 24 Trenton, N. J.—Direct Mail Day.
- 28 New York, N. Y. — 9th Annual DMAA Circulation Seminar, Plaza Hotel.

MARCH

- 7 Boston, Mass.—Direct Mail Day.
- 16 St. Louis, Mo.—Direct Mail Day.
- 24 Detroit, Mich.—Direct Mail Day.
- 28 Chicago, Ill.—4th Annual DMAA Business Promotion Seminar, Sherman Hotel.

APRIL

- 11 Champaign, Ill.—Direct Mail Day.
- 12 Dallas-Fort Worth — Direct Mail Day.
- 12 Philadelphia, Pa.—Direct Mail Day.

- 18 Kansas City, Mo.—DMAA Business Mail Seminar, President Hotel.
- 19 Chicago, Ill.—Direct Mail Day.

MAY

- 2 New York, N. Y.—Direct Mail Day.
- 8-9 Los Angeles, Calif.—DMAA West Coast Spring Meeting, Statler Hotel.

JUNE

- 1 Washington, D. C. — Direct Mail Day.

AUGUST

- 1 New York, N. Y.—Closing date for '61 Award Winners entries.

OCTOBER

- 10-13 New York, N. Y.—44th Annual DMAA Convention, Statler-Hilton Hotel.

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Embossed. Guaranteed 100% correct \$35.00 per M. Fast delivery. The Roskam Co., 1905 West 43rd, Kansas City 3, Kans. TALBOT 2-1881.

Scriptomatic masters composed. Lowest cost; highest quality; 100% accuracy. 10,000 or 1,000,000. Fast service. Only approved Scriptomatic materials used. References. Economail Corp., 105 N. Laramie Ave., Chicago 44, Ill. Columbus 1-5667.

SPEEDAUMAT PLATES EMBOSSED FAST SERVICE

with
100% ACCURACY GUARANTEED
only
\$30 per 1,000

KIRBAN ASSOCIATES, Inc.
226 Hatboro Pike, Harsham, Penna.
OSBORNE 2-2040

POLLARD-ALLING—accuracy & delivery guaranteed; weekly capacity 75M; rates upon request; tel: 179

JACKSON EMBOSSEING SERVICE
4 S. Williams St., Whitehall, New York

ADDRESSOGRAPH PLATES

NEW PLATES NEW FRAMES
for your Speedaumat and Addressograph
all styles available — immediate delivery
DEAN FORREST COMPANY
7 Foster Street, Revere, Mass.

Brand new plates & frames for your addressograph & speedaumat machines. New lower prices. Immediate delivery.

DEAN FORREST CO.
7 Foster Street, Revere 51, Mass.

ADDRESSING SCRIPTOMATIC

Scriptomatic Addressing on job or contract basis—cheaper than you can do it yourself.

JEROME S. FINSTON
Lynbrook, L.I., N.Y.
LYNBROOK 9-2705

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TALBOT 2-1881.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

THE BOOK OF PANELS

for offset contains 369 different art panels, including coupon, guarantee and label borders plus nearly 500 symbolic designs for page ornamentation. **ONLY BOOK OF ITS KIND** — thousands in use. 32 pages, 8x10 1/2 in., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

A. A. ARCHBOLD, PUBLISHER
Box 332-K Burbank, Calif.

BOOKS

DIRECT MAIL — DIRECT SALE

... gives you a wealth of proven . . . Direct Mail methods in 12 detailed pages. \$1. Money back guarantee.

BEN ASHELL, P. O. BOX 877
INGLEWOOD, CALIF.

BUSINESS OPPORTUNITIES

MAIL ORDER SPECIALTY printing business. Est. 25 years. Consistent money-maker. Operate anywhere. Can double-triple volume. \$5000 to \$10,000 will handle. Natural for expanding large firm, partnership or individual. Responsible parties write Box #22, The Reporter of Direct Mail Advertising.

CANADA'S BEST MAILING LIST

165,000 live names on Elliott stencils
Call your list broker—**TODAY**
or Tobe's, St. Catharines, Ontario

DIRECT MAIL PRINTING—MAILING

WE'LL BET FIVE BUCKS—If you mail 250 M or more pieces of letter-mail per year, we can save you \$300 or more, if you mail from Kansas City. Send samples or specifications. The Roskam Co., Printing & Mailing Division, K. C. 41, Mo.

ESTABLISH A TRAVEL AGENCY

First time offered—because of new Congressional ruling. Order your 76 page all instruction manual—tells how, only \$4.95—U. S. Travel Research, 708 Q, Lucerne, Lake Worth, Florida.

EQUIPMENT FOR SALE

Elliott Addressing Machine 1960 Model #3000 Jr. Complete with Dick-Strip attachment. Cost new \$980.00. Used two weeks. Low selling price.

BRISTOL NURSERIES, INC., Pinehurst Road
Bristol, Conn.

ROBOTYPERS—Rebuilt Robotypers for hook-up to IBM typewriters available from \$430.00 and up—New Machine parts guarantee. Robotyping Co. of Calif., 1061 Ingraham Street, Los Angeles 17, California

1 Model #1955B Addressograph complete with strip lister.

S/n Automatic Ejector and Receiving Hopper.

1 Model #1955E Addressograph complete with Strip Lister.

S/n 576622 Automatic Ejector and Receiving Hopper, Lister, and 2 column lister.

1 Model #6381 Graphotype Complete—Upper and lower caps.

1 Model #6381 Graphotype Complete—All caps.

8 Cabinets with 144 drawers per cabinet. Above in excellent condition and has been under maintenance contract at all times. Please contact David Cohen, David's of Wichita, 11,000 E. Kellogg, Wichita 7, Kansas.

EQUIPMENT FOR SALE

CHESHIRE LABELER Model SP-SL
Excellent condition, ideal for circulars, newspapers and magazines. Crated and loaded our dock. First \$1,200.00. Hiney Printing Co., 193 S. Forge St., Akron 8, Ohio. Serial 48-90

Cheshire Model E Labeling Machine, Saxmayer Tying Machine and Model 800 Headliner. Harry Turner & Associates, 1801 Gage, Topeka, Kansas.

EQUIPMENT WANTED

Used Addressograph Class #1900 and Addressograph Class #900 and Graphotypes plate embossers, keyboard model Class #6300. Box 21, The Reporter of Direct Mail Advertising

WANTED: PHILLIPSBURG INSERTING AND MAILING MACHINE

Send particulars to Ray D. Cherry
1120 W. Peachtree St., N.W., Atlanta, Ga.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES GUARANTEED 100% ACCURATE ELECTRONIC SELECTED CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers
Banks-Churches-Institutions
Choice of 350 Other Lists

"We Charge ONLY for Addressing"
(Usually Completed within 3 Days)
Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.
48-01 42nd St., Long Island City 4, N. Y.
STILLWELL 4-5922

MAILING LISTS

New "AMATEUR INVESTORS" Mailing List
60,000 Newly-Minted Mutual Fund SHAREHOLDERS in U. S.

EACH Invested Several Hundred \$\$\$ (in one of 4 major MUTUAL FUNDS). FIRST TIME OFFERED! (Exclusively Ours). Write or phone to place your order: Addressing & Rental Rate: \$25 per thousand names

HERBERT DUNHILL & ASSOCS., LTD.
55 E. Wash., St., Chicago 2, Ill.
DEARBORN 2 0580

ONLY \$10 PER M

Schools, newspapers, periodicals, shopping centers, others. From Scriptomatic masters. T & F News, Box 296, Los Altos, California.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

New "GOLDEN AGE" Senior Citizens list . . . 150,000 Retired Business & Professional Gentlemen . . . Well-to-do Financial Circumstances . . . at Residences. (Exclusively Ours). Contact HERBERT DUNHILL & ASSOCS., 55 East Washington St., Chicago 2, Ill.

MAILING LISTS—100,000 selected names of flower growers, greenhouses, landscape architects, public gardens, seedsmen and nurseries and many others. Send today for free brochure "Selected Names of Flower Growers and Gardeners", Macfarland Company, Box 540-D, Westfield, New Jersey.

MAILING LISTS

THERE IS NO MAILING LIST LIKE OURS BROKERS PARTICIPATION INVITED

15,000 names now of members paying \$10.00 to \$60.00 to join our merchandise club. Others who have paid \$2.00 to \$20.00 to secure catalogs. Also, actual mail order buyers from \$10.00 to \$1,000.00. List will increase about 5,000 monthly. All on gummed labels by states only \$15.00, per thousand. Prompt delivery. Also, 200,000 names just made from late Dun and Bradstreet Book. Certain type of merchants, contractors, etc., in towns of 5,000 or less. Gummed labels by states only \$6.50 per 1,000. **MUTUAL BUYERS CLUB, INC.** 1000 W. ROOSEVELT RD., CHICAGO 8, Illinois. Monroe 6-1075

High average income Chicago suburbanites \$12.50 M on gummed labels. Avers Stationery, 331 N. Austin Blvd., Chicago 44, Ill.

REGISTERED NURSES LIST FOR DIRECT MAIL RENTAL

160,000 paid subscribers to RN Magazine. A.B.C. audited. Geo-alpha on Speedaumat. No dup. Address direct or on cheshire. Full list \$7.50M; 25-150M \$10.50M; under 25M \$15.00M. No extra charge for state selection. Special rates for nursing specialty selection. Postal will bring brochure and details promptly. **RN Addressing Service**, 210 Orchard St., East Rutherford, N. J.

SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$37.50 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. **Circulation Associates, Inc.**, 226 West 56th Street, New York. JUdson 6-3530.

NEED SKILLED GRAPHOTYPE OPERATORS? You can make 50% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedaumat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.

Cost — Speedaumat — \$37.50 per M. Other plate prices on request — send details.

ADVERTISERS ADDRESSING SYSTEM
703 N. 16th St., St. Louis 3, Mo.

SPEEDAUMAT PLATES EMBOSSED

FAST SERVICE

with

100% ACCURACY GUARANTEED
only

\$30 per 1,000

KIRBAN ASSOCIATES, Inc.
226 Harbora Pike, Morsham, Penna.
OSborne 2-2040

MAILING MACHINES AND SUPPLIES

REBUILT ONE YEAR GUARANTEED
ADDRESSOGRAPHS - SPEEDAUMATS - ELLIOTTS
PLATES - FRAMES - TRAYS - CABINETS
EMBOSSING ADDGPH & SPEED PLATES
FOLDERS - SEALERS - PITNEY BOWES
TYING MACHINES - LETTER OPENERS
MAIL BAG RACKS - MAIL SORTING BINS

MAILERS EQUIPMENT CO., INC.

40 W. 15th St., N. Y. 11

CH 3-3442

HELP WANTED

Advertising Sales — Wonderful opportunity exists for promotion minded junior salesman to sell advertising for national business publication located on Long Island. Box #23, The Reporter of Direct Mail Advertising.

MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:

New York City Area . . . Mr. J. Dudley Brad-
erick, Hundred Million Club, Job Placement
Committee, c/o Doubleday & Company, 501
Franklin Ave., Garden City, L. I., New York.
National . . . Mrs. Ruth L. Laguna, Direct Mail
Advertising Association, 230 Park Ave., New
York 17, N. Y.

NAMES IN THE NEWS

Who's doing what in your organiza-
tion? New job? New Promotion? In-
dustry Awards? Or interesting per-
sonal news on the human side? No
matter what they're doing, we'd like
to include them in this monthly round-
up of . . . "Names In The News"

Frank Frolo, formerly Art Director of Grayson-Robinson Stores, has been named Art Director at Sales Letters Inc. . . . **B. J. Chase** has been named advertising manager of The Chase Bag Company. . . . **Bruce Andrews**, formerly SPM at Stran-Steel, has been appointed to the newly created post of merchandising manager of Security Aluminum Company of Detroit. . . Miss **Mickie Goldfarb** recently named advertising and sales promotion manager of Grayson-Robinson stores. . . New President of Strathmore Paper Company is former vice-president **Henry D. Johnston**. . . **Anne Mitchell** has joined the p.r. department of Smith, Winters, Mabuchi Inc. . . . **C. Rickert Lewis** has been appointed Direct Sales Manager for Oxford Papers. . . . **Dr. Mario P. Grassi** has been appointed as European representative for p.r. firm Maurice Feldman. . . . **Curtis Publishing Company's** subsidiary, The Premium Service Company has established a sales service and promotion department with **E. William Donahoe Jr.** in charge. . . .

Dawes Walter to manager of advertising and public relations and **Richard S. Lee** to assistant advertising manager at Pennsalt Chemicals. . . . **Ellsworth Geist**, vice president and advertising manager of S. D. Warren Co. Boston, retired on December 31, 1960. . . . **Jim Cox** resigned as executive vice president of general advertising and purchased 50% of stock of Kennedy/Walker, Beverly Hills ad agency. . . . **Martin Baier**, long time v.p. and g.m. at M. P. Brown, named to newly created position of Director of Product and Market Research and Development at Old American Insurance Company, Kansas City. . . . **Al L'Heureux Jr.** named assistant director, advertising and promotion at Southern Nitrogen Company. . . . **Louis Chable Jr.** has been named manager of merchant sales at International Paper Company replacing **L. B. Kelley** who has been assigned new duties in the office of **Lamar Fearing**, executive vice president. . . . **Bernard H. Merems** has been named vice-president of The Public Relations Board Inc. . . . **Marvin S. Gross**

promoted to advertising manager of the L. W. Singer Co., textbook publishing division of Random House, Inc. . . . **Paul Sampson**, MASA president has named **Leonard Raymond** (Dickie-Raymond) to chair the committee which will select this year's Miles Kimball award winner. . . . Other activity at Dickie Raymond: **George J. Zahka** appointed exec. v.p., **Edward N. Mayer Jr.** named v.p. for Client Service, **Van Crews** and **Gordon Hoxie** named veeps, and **Peter Rossi** to production manager. . . . **Don Robert Freedman** joined McVicker & Higginbotham. . . . **Randall P. McIntyre** recently named President of O. E. McIntyre Inc. Founder **O. E. McIntyre** becomes Chairman of the Board. . . . **Marvin H. Pertion** named sales promotion director and **Henry D. Gallucci** named art director at Lasky Company. . . . **John F. Howe** appointed Director of Advertising for S. D. Warren Company. . . . **Kenneth C. Kretschmar** joined Walter Drey's Chicago office. . . . **Philip Ulbrand** named an a.d. at Mel Richman. . . . **Allan Borows** has been elected veep in charge of art at Harold Marshall Advertising. . . . **Neil Calet** joined the copy department of Smith, Hagel & Knudsen. . . . **H. Alan Stein** is the Director of Creative Services and Sales at Lewis Studios. . . . **Thomas Drier**, renowned h.m. editor, to wed Mrs. **Jarvis E. Baker** in St. Petersburg. . . . **Dillon-Agnew** has moved to 654 Madison Avenue, New York 21, N. Y. Phone stays the same. •

Direct Mail

ACCENT ON EXCITING ATTENTION-GETTERS
Brownie Manufacturing Co., 261 Broadway, New York 7, N. Y. (WO 2-0546)

ADDRESSING
Creative Mailing Service, Inc., 450 N. Main, Proport, N. Y. (FR 8-4830)

ADDRESSING AND MAILING
Mailmasters, Inc., 600 Northford Place, Englewood, N. J. (LO 7-4811)
The Rankin Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)
Shore Direct Mail, Inc., 911 First Avenue, Asbury Park, N. J. (GR 3-2063)

ADDRESSING SCRIPTOMATIC
Jerome S. Flinton, 172 Scranton Ave., Lynbrook, L. I., N. Y. (LY 9-2765)

ADDRESSING - TRADE
Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N. Y. (VI 8-5322)
Hae Lewis Addressing, 887 Schenectady Avenue, Brooklyn 3, N. Y. (DI 2-4793)
The Rankin Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)
S & S Typing Service, 565 Fifth Avenue, N. Y., N. Y. (MU 6-3326)

ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL
Harry & Huse Advertising, 101 West 42nd Street, New York 36, N. Y. (LO 3-1169)
The Buckley Organization, Philadelphia Nat'l Bank Bldg., Phila., Pa.
Grant, Schwenn, Baker, Inc., 526 N. Michigan Ave., Chicago 11, Ill. (WH 3-1035)

ADVERTISING ART
A. A. Archibald, Publisher, 419 South Main Street, Burbank, Calif. (TH 2-2793)
Idea Art, 307 Fifth Avenue, New York 16, N. Y. (MU 6-1270)
Harry Volk, Jr. Art Studio, Pleasantville 5, New Jersey

ADVERTISING SPECIALTIES
Flanco-letting Co., Inc., 305 East 46th Street, New York 17, N. Y. (PL 8-4943)
Gries Reproduction Corp., 125 Deerpark Ave., New Rochelle, N. Y. (NE 2-4609)
R. W. Grauer, 108 Gold Street, New York 38, N. Y. (YU 6-4299)
Taylor-Merchandise Corporation, 48 West 44th St., New York 36, N. Y. (PL 7-7709)

ART AND DESIGN FOR DIRECT MAIL
Al Cerebis, Jr., 213 Park Avenue 8th, New York 3, N. Y. (OR 4-3249)

AUTOMATIC TYPEWRITING
Carlson Automatic Typewriting Service, 2744 N. Clark St., Chicago 13, Ill. (EA 7-5496)
Heaven Letters, 252 Fourth Avenue, New York 10, N. Y.
The Rankin Company, 1905 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

CHICAGO MAIL SERVICE-REMAILING & FORWARDING
Ayers Stationery, Suite 66, 331 N. Austin Blvd., Chicago, Ill.

COLLECTIONS
Arrow Service, 9 Yates Street, Connecticut 5, New York

COPYWRITERS (Free Lanes)
Paul J. Bringe, 4173 N. 76 Street, Milwaukee 16, Wis.
Use copy shop, 279 Madison Avenue, New York 16, N. Y. (MU 2-1455)
Alfred G. Latch, 22448 Barbara Street, Detroit 23, Mich.
Betty Mathewson, 182 Cooper Avenue, Upper Montclair, N. J. (PI 6-5355)
Orrville E. Reed, 104 N. State St., Howell, Mich. (Tel.: 65)

DIRECT ADVERTISING AND PROMOTION ART
The Palette Service, 100 Fifth Avenue, N. Y. 11, N. Y. (CH 2-6545)

DIRECT MAIL AGENCIES
Ahrend Associates, Inc., 901 Madison Ave., N. Y. 22, N. Y. (PL 1-6312)
American Mail Advertising, Inc., 419 Newbury St., Boston 15, Mass.
Ansa-Letter, Div. of Latham Process Corp., 200 Hudson St., N. Y. (WO 6-4506)
B. L. A. House, 28-32 Clifton Street, London E C 2, Eng. (Bishoppate 4177)
Lee P. Bost Jr., 64 N. Jackson Blvd., Chicago 6, Ill. (LA 7-9187)
The Buckley Organization, Phila. National Bank Bldg., Philadelphia 7, Pa.
Cable-Letter, 910 West Van Buren St., Chicago 7, Ill. (MO 6-9878)
Cable-Letter, In New York City, dial 211, ask for ENTERPRISE 6330
Dinkle-Haymond, Inc., 225 Park Ave., New York N. Y. (MU 6-2280)
Direct Mail Markets Co., Inc., 515 Madison Ave., N. Y. 22, N. Y. (PL 9-3112)
Direct Mail Service, 2161 Monroe Drive, N. E., P.O. Box 13446, Atlanta 24, Ga. (TR 3-3221)

The Creative Division
of James Gray, Inc., 216 East 45th St., New York 17, N. Y. (MU 2-9000)
John M. Lord & Co., 171 Newbury St., Boston 16, Mass. (CO 7-1020)
Lawrence G. Chail & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7230)
Harold Marshall Advertising Co., Inc., 171 Madison Ave., New York 16, N. Y. (MU 6-5852)

Maxwell Sachheim-Franklin Bruck, Inc.
345 Madison Avenue, N. Y. 22, N. Y. (PL 1-3151)
McCormick Armstrong, 1501 E. Douglas Avenue, Wichita 1, Kansas
McVicker & Higginbottom, Inc., 11 West 42nd St., New York 36, N. Y. (OX 5-4082)
Monogram, Inc., 515 Madison Avenue, New York 22, N. Y. (PL 2-8974)
R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9470)
Reply-O-Letter Co., New York 7 Central Park West, N. Y. 22, N. Y. (CI 5-8118)
Reply-O-Letter Co., Boston, 664 No. Michigan Ave., Chicago 11, Ill. (MI 2-2838)
Reply-O-Letter Co., Boston, 10 Post Office Square, Boston 9, Mass. (HA 6-1355)
Reply-O-Letter Co., Cleveland, 1750 East 23rd St., Cleveland 1, Ohio (PB 1-8470)
Reply-O-Letter Co., Portland, 2515 Mail-Well Drive, Portland 2, Ore. (OL 4-3131)
Reply-O-Letter Co., San Francisco, 1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)



**on the
hunt
for
ideas?**

Find the product or service you need help in, have your girl type a simple letter asking for samples and literature from all names under a specific heading. These producers and suppliers will be glad to contact you by return mail.

Reply-O-Letter Co., Toronto, Canada
Inner Court, 33 Scott St., Toronto 1, Canada (EM 3-8797)
Reply-O-Letter Co., Brisbane, Australia, 107 Queen St., Brisbane, Australia (B 241)
Response Letter, 310 West Van Buren St., Chicago 7, Ill. (MO 6-9878)
Response Letter, (In N. Y. C., dial 211, ask for Enterprise 6630)
The Houben H. Donnell Corp., Prudential Plaza, Chicago 1, Illinois
The Rylander Co., 216 W. Jackson Blvd., Chicago, Ill. (RA 6-4740)
Sales Letters, Inc., 153 West 23rd St., New York, N. Y. (WA 9-2880)
The Smith Company, 87 Beale St., San Francisco, Calif. (BU 1-8564)
The St. John Associates, Inc., 75 West 45th St., New York 36, N. Y. (JU 2-3444)
William Steiner Associates, Inc., 42 East 64th St., New York 21, N. Y. (TX 2-1335)
Yosel Sandler Advertising, Inc., 1 Gramercy Park, N. Y. 3, N. Y. (OH 4-0400)

DIRECT MAIL CREATORS AND PRODUCERS
Cable-Letter, 910 West Van Buren St., Chicago 7, Illinois (MO 6-9878)
Cable-Letter, (In New York City, dial 211, ask for ENTERPRISE 6330)
DMCP Associates, Inc. (Headquarters)
1814 Jefferson Ave., Toledo 2, Ohio (CH 4-8316, TWX to 372 U)
Lawrence G. Chail & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7230)

DIRECT MAIL EQUIPMENT
American Automatic Typewriter Co., 2322 N. Pulaski Rd., Chicago 39, Ill.
Bell & Howell Phillipsburg, 7085 S. Vincennes Ave., Chicago 20, Ill. (MU 2-4458)
Cheshire Mailing Machines, Inc., 1644 No. Honor Street, Chicago 22, Illinois
Cheshire, Inc., 1644 No. Honor Street, Chicago 22, Illinois
Eastman Kodak Company, 145 Albany Street, Cambridge 38, Mass.
Feltus Tying Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)
Fridon, Inc., 2350 Washington Avenue, San Leandro, California
Hoyer, Inc., 1850 South Kostner St., Chicago 25, Illinois
International Business Machines, 545 Madison Ave., New York 22, N. Y.
Mailers Equipment Co., Inc., 404 West 15th St., New York 11, N. Y. (TH 3-3442)
Pinner-Bones, Inc., 57 Walnut Street, Stamford, Conn. (PI 8-5821)
Scriptomatic, Inc., 218 N. 11th St., Phila., Pa. (WA 2-1211)
Vari-Typer Corporation, 720 Prellinghausen Ave., Newark 12, New Jersey
Chambers Wing's Sons, 78 Pierce St., Greenfield, Mass.

DIRECT MAIL SPECIALTIES
Let's Have Better Motives Assn., Inc., 2123 East Ninth St., Cleveland 15, Ohio (BU 1-4270)
Orchids of Hawaii, Inc., 305 Seventh Ave., New York 1, N. Y. (OR 6-5508)
Universal Color Corp., 314 Sullivan Street, New York 12, N. Y. (AL 4-0010)

ELLIOTT STENCIL CUTTING
Allos Business Service, Inc., 25-15 23rd St., Long Island City 6, N. Y. (AN 8-4902)
Creative Mailing Service, 450 N. Main St., Proport, N. Y. (FR 8-4830)
Elliott Addressing Machine Co., 117 Leonard St., New York 12, N. Y. (WA 3-1272)

ENVELOPES
The American Paper Products Co.,
Envelope Terrace, Southern Blvd. at McChug Rd., Youngstown, Ohio (BK 8-4545)
Atlanta Envelope Co., P. O. Box 1287, Atlanta 1, Ga. (TR 3-3058)
Merlin & Jones Company, 601 W. 26th St., N. Y. C. 1 (WA 4-4400)
The Boston Envelope Co., 307 High St., Dedham, Mass. (PA 8-6709)
Brohard & Associated, Inc., 2707 McKimney Ave., Dallas 1, Texas (TA 7-5657)
Columbia Envelope Co., 2015 N. Hawthorne Ave., Melrose Park, Illinois (PI 3-0100)
Business Envelope Manufacturers, Inc., Pearl River, N. Y. (PL 1-6270)
Cupples-Hesse Company, 1655 East Madison, Des Moines 15, Iowa (AM 2-5858)
Cupples-Hesse Company, 3632 Michigan Ave., Detroit 18, Mich. (TA 7-2360)
Cupples-Hesse Company, 4175 N. Kingshighway, St. Louis 15, Mo. (KY 3-3700)
Curtis 1000, Inc., 1000 University Avenue, St. Paul 4, Minnesota
Detroit Tuller Envelope Co., 1139 Howard St., Detroit 18, Mich. (TA 6-2760)
Double Envelope Co., Roanoke, Virginia (EM 6-7644)
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
The Gray Envelope Mfg. Co., 33 23rd St., Brooklyn 32, N. Y. (BT 8-2900)
Heve Envelope Co., 4500 Cortland St., Chi. 36, Ill. (CA 7-3400)
Head Corporation, 117 Hearn Street, New York 13, N. Y. (MO 6-3553)
L & H Envelope Corporation, 11-17 Hearn Street, New York 13, N. Y. (MO 6-3553)

North Coast Envelope Manufacturing Corp.
2 Prince St., Brooklyn 1, N. Y. (JA 2-4181)
Reply-O-Matic Envelope Mfg. Co., 14 Beach Street, New York 13, N. Y. (WO 6-3996)
Rochester Envelope Co., 75 Clarissa St., Rochester 18, N. Y. (HA 6-2484)
R. Cupples Envelope Co., Inc., 340 Furman St., Brooklyn 2, N. Y. (TR 5-2981)
The Standard Envelope Co., 1800 E. 30th St., Cleveland 14, O. (PR 1-3549)
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (PR 1-8800)
New York 16; St. Louis 10; Minneapolis 1; Des Moines 14; Ft. Worth 12; Memphis 2

Transo Envelope Co.
3542 N. Kimball Ave., Chicago 18, Ill. (TR 8-6014)
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities
United States Envelope Mfg. Co., 217 Broadway, N. Y. (PI 2-0170)
Wolf Detroit Envelope Co., 1790 Dexter Blvd., Detroit 22, Mich. (DI 1-2251)

ENVELOPE SPECIALTIES
Curtis 1000, Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)
Heve Envelope Co., 4500 Cortland St., Chi. 36, Ill. (CA 7-3400)
L & H Envelope Corp., 11-17 Beach Street, New York 13, N. Y. (WO 6-3553)
North Coast Envelope Manufacturing Corp., 2 Prince St., Brooklyn 1, N. Y. (JA 2-4181)
Reply-O-Matic Envelope Mfg. Co., 14 Beach Street, New York 13, N. Y. (WO 6-3996)
Tension Envelope Corporation, 19th & Campbell, Kansas City 8, Mo. (PR 1-8800)
The Seward Company, Inc., 480 Lexington Ave., New York 17, N. Y. (YT 6-8585)
The Wolf Envelope Co., 1790 Dexter Blvd., Detroit 22, Mich. (DI 1-2251)

FOREIGN MAILINGS
DeMutter N. Y., Willemsparkweg 112, Amsterdam, Holland
Dillon-Agnew Associates, 2001 N. Rockwell Ave., N. Y. 21, N. Y. (PI 2-0170)
Letters U.S.A., Inc., 1166 Sixth Avenue, N. Y. 38, N. Y. (VO 5-2294)
Manuel Caruso, Montaner 573, Barcelona 6, Spain
Robt. Holland Limited, 29/32, Welles Road, London, S.W. 11, England
C. F. Sandover, Direct Mail A/S, Hadsund & Oslo, Norway

GUMMED STAMPS-LITHOGRAPHED AND PERFORATED
Flemming-Potter Co., Inc., 1274 Broadway, New York 1, New York (LO 5-5356)
Flemming-Potter Co., Inc., 185 N. Wabash, Chicago 1, Ill. (WT 2-4927)

INSERTING SERVICE — AUTOMATIC MACHINE

Advertising Distributors of America, Inc., 4444 Cass Ave., Detroit 1, Mich. (TE 3-0500)

Advertising Distributors of America, Inc., New York City, N. Y. (MU 8-6500)

25 machines.....400 Madison Ave., New York 17, N. Y. (MU 8-6500)

Bonded Mailings Inc. Nationwide.....754 4th Ave., Brooklyn 32, N. Y. (OR 4-8191)

Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3330)

Creative Mailing Service.....400 North Main St., Freeport, N. Y. (LF 4-4800)

D & A Electronic Mailers.....918 N. 4th Street, Milwaukee 2, Wisconsin (BR 2-7852)

Decision/Inc.....4016 Red Bank Rd., Cincinnati 27, Ohio (BR 1-3300)

Enlarge Mailing Service.....417 E. Jefferson St., Chicago 7, Ill. (LA 7-4811)

Mailmasters, Inc.....400 North Main St., Freeport, N. Y. (LF 4-4800)

Mailings Incorporated.....35 West 12th St., New York 11, N. Y. (WA 9-5184)

Shore Direct Mail, Inc.....911 First Avenue, Ashbury Park, N. J. (OR 3-2063)

Western Empire Direct Adv. Co., 612 Howard Street, San Francisco 5, Calif. (GA 1-8500)

LABEL AFFIXING WITH AUTOMATIC MACHINES

Advertising Distributors of America, Inc., 4444 Cass Ave., Detroit 1, Mich. (TE 3-0500)

Mailings Incorporated.....55 West 12th Street, New York 11, N. Y. (WA 9-5184)

LABELS AND LABEL AFFIXING MACHINES

Bureau Specialty Printing Co., 530 Electric St., Scranton 9, Pa.

Label Pasters.....281 North St., Teterboro, N. J. (AT 8-1941)

LABELLING SERVICE—AUTOMATIC MACHINE

Bonded Mailings, Inc.—Nationwide.....754 4th Ave., Brooklyn 32, N. Y. (SO 8-4819)

LABELS

Allen Hollander Co., Inc., 385 Gerard Ave., New York 51, N. Y. (MO 5-1818)

Denison Mfg. Co., Framingham, Mass. (TH 3-2511)

Ever Ready Label Corp., 357 Cortland St., Ballerille 9, N. J. (PL 9-5400)

Penny Label Company.....9 Murray St., New York 7, N. Y. (BA 7-7771)

LETTER GADGETS

Howie Co., 45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)

Orchids of Hawaii, Inc., 385 Seventh Ave., New York 1, N. Y. (OR 5-6200)

Robert Straub & Co., 542 South Dearborn St., Chicago 5, Ill. (WA 2-1841)

LETTERHEADS

Arthur Thompson & Company, 109 Market Place, Baltimore 2, Maryland (PL 2-4008)

MAIL ADVERTISING SERVICES (Lettershops)

Bellmore, New York
Ambassador Mail Advertising Co., 2050 Baltimore Ave., Baltimore, N. Y. (CA 1-3300)

BROOKLYN

Value Reproduction & Mailing Service, Inc., 1715 Ave. Z, Bklyn. 35, N. Y. (TW 1-4400)

CHICAGO

Doellite & Company, Inc., 320 N. Dearborn Street (10)

CLEVELAND

Robert Silverman, Inc., 1270 Ontario Street (13) (CH 1-6575)

DETROIT

Advertising Distributors of America, Inc., 4444 Cass Ave. (1) (TE 3-0500)

LOS ANGELES

Krupp's Adv. Mailing Serv., 2390 W. Pico Blvd. (8) (DU 5-5421)

MIAMI, FLORIDA

Acs Letter Service Co., 3800 N.E. 1st Avenue (PL 7-4377)

NEW YORK CITY

Advertisers Mailing Service, Inc., 45 West 18th St., New York, N. Y. (AL 5-4500)

PHILADELPHIA

Woodington Mail Advertising Serv., 1304 Arch St. (7) (LO 3-1840)

PITTSBURGH

Advertisers Associates, Inc., 1627 Penn Avenue (AT 1-6144)

ROCHESTER, NEW YORK

Ayer & Stroh, 13 South Avenue (BA 5-6340)

SAN FRANCISCO

The Smith Company, 67 Beale St. (BU 1-6364)

ST. LOUIS

The Alan Company, 1427 Lucas Avenue (3) (MA 1-4727)

WESTFIELD, NEW JERSEY

Union County Printing & Mailing Service, 223 North Avenue (AD 2-8393)

MAILING LISTS — BROKERS

Accredited Mailing Lists, Inc., 10 East 39th St., N. Y. 16, N. Y. (MT 3-1356)

Archer-Bennett List Service, Inc., 140 W. 55th St., N. Y. 19, N. Y. (JT 6-3768)

George Bryant & Staff, 71 Grand Avenue, Englewood, N. J. (LO 7-3200)

The Condit Co., 11 West 42nd St., New York 36, N. Y. (OX 6-3225)

Dependable Mailing Lists, Inc., 381 4th Ave., N. Y. C. 16 (OR 6-7160)

Direct Mail Markets Company, Inc., 515 Madison Avenue, N. Y. 22, N. Y. (PL 9-3113)

Walter Drey, Inc., 333 N. Michigan Ave., Chi. 1, Ill. (PI 4-7433)

Walter Drey, Inc., 257 Park Avenue South, N. Y. 10, N. Y. (OR 4-7061)

Guild Co., 140 Engle St., Englewood, N. J. (BR 9-0461)

Walter Karl, Inc., 25 West 42nd St., New York 36, N. Y. (PA 4-3338)

Lewis Kleid, Inc., 25 West 42nd St., New York 36, N. Y. (PA 4-3338)

Ell Kogon, 420 Main St., Webster, Mass. (WE 2-780)

Kell Levine Screened Mailing Lists, 136 W. 52nd St., N. Y. 19, N. Y. (CI 6-2062)

Willa Madden, Inc., 215 4th Ave., N. Y. 3, N. Y. (RP 7-7400)

Moely Mail Order List Service, Inc., 38 Newbury St., Boston 16, Mass. (CO 6-3300)

Names in the News, 45 West 18th St., New York 11, N. Y. (CH 2-3618)

Names Unlimited, Inc., 352 Fourth Ave., N. Y. 10, N. Y. (MU 6-2454)

People in Places, Inc., 41 Fifth Ave., N. Y. 3, N. Y. (GR 7-3774)

Planned Circulation, 18 West 44th St., N. Y. 36, N. Y. (MU 7-4158)

Richard Buehler Associates, Inc. (D. L. Natwick), 136 W. 52nd St., N. Y. 19, N. Y. (CI 6-2062)

C. H. "Hank" Ruby & Co., Inc., 330 W. 51st St., N. Y. 19, N. Y. (JU 6-5315)

Sanford Prange, 45 Research R.I., Trumbull, Conn. (TR 4-4800)

William Stroh, Jr., 568-570 54th St., West New York, N. J. (TN 4-4800)

James E. True Associates, 410 Park Avenue South, N. Y. 10, N. Y. (MU 8-0050)

MAILING LISTS — BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESIS WITH LISTING BELOW OR COMPILERS & OWNERS

Business by Ratings, Executive, Professional Lists.....(Ed Burnett Inc.)

Direct Mail Users.....18,500.....(Reporter of '31)

Financial Lists.....(E-Z Addressing Service)

Mail Order Lists.....(The Harkins Company)

Opportunity Seekers and Start in Business.....200,000 (William Stroh, Jr.)

MAILING LISTS — COMPILERS & OWNERS

Active Mail Order List Co., 241 Lafayette St., N. Y. 12, N. Y. (WA 5-2450)

Abbott National List, Inc., 125 Cedar St., N. Y. 10, N. Y. (WO 2-1775)

Bookbuyers Lists, Inc., 363 Broadway, N. Y. 13, N. Y. (WO 4-5871)

Huckley-Dement.....555 W. Jackson Blvd., Chicago 6, Illinois (HA 7-3803)

Ed Burnett, Inc., 156 Fifth Ave., N. Y., 10, N. Y. (AL 5-9550)

Creative Mailing Service.....400 N. Main St., Freeport, N. Y. (LF 4-4800)

Directory of Associations, Gale Research Co., 3414 Book Bldg., Detroit 26, Mich. (WO 1-2242)

Walter Drey, Inc., 333 N. Michigan Ave., Chi. 1, Ill. (PI 4-7433)

Walter Drey, Inc., 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)

Dunhill International List Co., Inc., 444 Park Ave., South, New York 16, N. Y. (MU 8-3700)

E-Z Addressing Serv., 83 Washington St., N. Y. 6, N. Y. (HA 2-9422)

Parent Publications, 97 West 44th Street, N. Y. N. Y.

Fritz B. Hoffelmer, 222 E. 22nd St., N. Y. 10, N. Y. (OR 4-9420)

Industrial List Bureau, 429 Main St., Webster, Mass. (WE 2-780)

Industrial Machinery News, 16257 Mayers Road, Detroit 35, Michigan (UN 3-8111)

Mapower, Inc., Home Office—329 N. Franklin, Milwaukee 5, Wisconsin

140 Offices in Major Cities.....See Yellow Pages for Local Phone Numbers

Market Compilation Bureau, 16581 Chandler Blvd., N. Hollywood, California (ST 7-5394)

National Birth Record Co., 16 West 19th St., N. Y. 11, N. Y. (OR 5-5760)

Occupant Mailing Lists of America.....339 North 4th St., Columbus, Ohio

Official Catholic Directory.....12 Barclay St., N. Y. 3, N. Y. (BA 7-2060)

H. L. Polk & Co., Howard St., Detroit 21, Michigan (WO 1-9470)

Professional Accountants Lists.....120 Liberty Street, N. Y. 6, N. Y. (BA 7-0080)

H. L. Rashmir, 5410 Canuena Blvd., N. Hollywood, Calif. (PO 6-9320)

Harmond-Levy Associates, Inc., 52 Broadway, N. Y. 4, N. Y. (WH 4-1487)

Reporter of Direct Mail Adv., 224 7th St., Garden City, N. Y. (PI 6-1837)

Research Projects, Inc., 404 Park Avenue South, N. Y. 16, N. Y. (JU 2-6830)

Sistemas Postales, Edificio Imperial Oficina 94-95 Plaza Candelaria, Caracas, Venezuela

Special Correspondents.....230 East Ohio St., Chicago 11, Illinois

Speed-Address Kraus Company, 48-61 42nd Street, Long Island City 4, N. Y. (ST 4-5022)

Stephens Distributing Co., P. O. Box 1434, Atlanta 1, Georgia

William Stroh, Jr., 568-570 54th St., West New York, N. Y. (UN 4-4800)

W. E. Watson Corporation, 29 Hance Avenue, Freeport, N. Y. (FR 9-5312)

W. S. Panton, Inc., 44 Honerk St., Englewood, N. J. (LO 9-5000)

Zeller and Lotica, Inc., 15 East 25th St., N. Y. 38, N. Y. (MU 5-6278)

MAIL ORDER CONSULTANT

Arthur W. Bandman, 95 Madison Ave., N. Y. 16, N. Y. (LE 2-8688)

Direct Mail Mailing Company, Inc., 315 Madison Ave., N. Y. 22, N. Y. (PL 9-2113)

Herbert L. Kellner & Associates, 101 S. Wabash Ave., Chicago 3, Ill. (AN 3-2422)

Lawrence G. Chait & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)

William Englehard & Co., Inc., 100 Broadway, Chicago 40, Illinois (BO 1-8210)

MANAGEMENT-MARKETING-MAIL ORDER CONSULTANT

Lawrence G. Chait & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)

MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg. Co., 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0632)

MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co., 19 S. Wabash St., Chicago 6, Ill. (ST 2-7800)

OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc., 4444 Cass Ave., Detroit 1, Michigan (TE 3-0500)

Advertising Distributors of America, Inc., New York City, N. Y. (MU 8-6500)

Label List, Inc., 84 Peachtree St., N. E. Atlanta 3, Georgia (MU 8-6460)

Occupant Mailing Lists of America.....339 North 4th St., Columbus, Ohio

Western Empire Direct Adv. Co., 612 Howard St., San Francisco 5, Calif. (GA 1-8500)

Western Empire Direct Adv. Co., 1417 Georgia St., Los Angeles 15, Calif. (RI 8-2251)

OFFICE EQUIPMENT

Schaubroeck Agency.....Ava, Missouri

PAPER MANUFACTURERS

Allied Paper Mills, 1608 Lake Street, Kalamazoo, Michigan

American Writing Paper Corp., 215 Madison Ave., N. Y. 22, N. Y. (PL 9-2113)

Appleton Coded Paper Co., 1250 N. Meade St., Appleton, Wis. (4154)

Bergstrom Paper Company, Neenah, Wisconsin

Curtis Paper Company, Newark, Delaware (EN 8-8531)

Eastern Fine Paper and Pulp Div., Standard Packaging Corp., Bangor, Me. (2-5221)

Euclid Paper Division, Olin Mathieson Chem. Corp., Pisgah Forest, North Carolina

Finch, Pruyn & Co., Inc., Glens Falls, N. Y.

Kimberly-Clark Corporation, Erie, Pennsylvania (PI 4-2811)

Howard Paper Mills, Inc., 115 Columbia St., Dayton, Ohio

International Paper Co., 230 E. 42nd St., N. Y. 17, N. Y. (MU 7-7500)

Kimberly-Clark Corporation, Neenah, Wisconsin (WA 2-3111)

Mead Corporation, Dayton, Ohio

Nekoosa-Edwards Paper Co., Port Edwards, Wis. (Tel: 3111)

New York & Pennsylvania Co., 230 Park Ave., N. Y. 17, N. Y. (PL 1-4290)

Peninsular Paper Co., Wyandott, Michigan

Rex Paper Co., Kalamazoo, Mich. (PI 2-0151)

Rising Paper Co., Hiramston, Mass. (HO 47)

T. Warren Company, 89 Broad St., Boston 1, Massachusetts

Sarg Paper Company, Middletown, Ohio

TEMPORARY OFFICE HELP

Mid-Manhattan Business Service, 120 E. 58th St., N. Y. 22, N. Y. (PL 2-2250)

PHOTO ENGRAVERS

Horan Engraving Co., Inc., 44 W. 28th St., N. Y. 1, N. Y. (MT 9-8585)

PHOTO STAMPS & TIP-ONS

Grogan Photo Company, Dent, T. N., Danville, Ill. (HI 6-0826)

POST CARDS

Colorpicture Publishers, Inc., 330 Newbury St., Boston 15, Mass.

CURTTECHCOLOR 3-D by Curt Tech & Co., Inc., 1733 W. Irving Park Road, Chicago 13, Illinois (BU 1-6004)

Dexter Press, Inc., Route 303, West Nyack, New York (NY 7-3508)

Grogan Photo Company, 1105 N. Bais St., Danville, Ill. (HI 6-0826)

PRINTERS — LETTERPRESS & LITHOGRAPHY

Carey Press Corporation, 406 W. 21st St., N. Y. 1, N. Y. (CH 4-1000)

Colorpress Press, 2412 17th Street, Washington 9, D. C. (DU 7-6800)

Goss Lithographing Company, 42 West 61st Street, Chicago 21, Illinois

No Printing Company, Inc., 23 E. Wesley St., Ro Hackenack, N. J. (HT 6-5050)

Runkle, Thompson & Kovats, Inc., 610 West Lake St., Chicago 6, Illinois

Offert Reproductions, Inc., 34 Robert St., N. Y. 12, N. Y. (WA 5-1198)

SALES AND MERCHANDISING CONSULTANT

Lawrence G. Chait & Co., Inc., 375 Park Ave., N. Y. 22, N. Y. (PL 1-7220)

Ralph T. Curtis, 903 E. Powell Ave., Evansville 19 Ind. (IA 2-3794)

STENCIL CUTTING AND LIST MAINTENANCE

Advertising Distributors of America, Inc., 4444 Cass Ave., Detroit 1, Mich. (TE 3-0500)

Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3330)

SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3330)

Globe Fulfillment Corporation, 148 W. 23rd St., N. Y. 1, N. Y. (OR 5-4606)

SYNDICATED HOUSE MAGAZINES

The William Feather Co., 8000 Clinton Rd., Cleveland, O. (AT 1-4122)

The Henry F. Henrichs Publications, The House of Sunshine, Litchfield, Ill. (296)

Association of First Class Mailers.....211 West Building, Washington 8, D. C.

Associated Third Class Mail Users, 1406 G. St., N.W., Wash. 5, D. C. (ME 8-2487)

Direct Mail Advertising Assn., 8 E. 57th St., N. Y. C. 22 (MU 8-7388)

MASA International, 625 W. Wash. I., D. C. (DI 7-8833)

National Council of Mailing List Brokers, 35 West 42nd Street, New York 36, N. Y. (PE 6-0015)

Parcel Post Association, 1012 Woodward Building, Washington 5, D. C.

VIEWERS (FOLDING) AND COLOR SLIDES

Stereo-Magniscope, Inc., photographic 40-31 81st Street, Elmhurst 73, N. Y. (DE 5-0527)

Which of these Hammermill Graphicopy Papers could you use profitably now?

Check as many as you like:

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Standard of quality for better-looking letterheads, forms, enclosures. Clear, bright and strong. Good erasability and typewriting quality. White and 13 beautiful colors.
- ☐ **COCKLETONE BOND**
For executive letterheads and important documents. Luxury paper at modest cost. Excellent typing, writing and erasing surface.
- ☐ **MANAGEMENT BOND**
A good-looking watermarked paper for low-cost letters, forms, enclosures. Fine typing and writing surface.
- ☐ **WHIPPET BOND**
For forms, advertising literature, bulletins, catalog pages. An economical unwatermarked bond with top press performance qualities.
- ☐ **HAMMERMILL OFFSET SUPER-SMOOTH**
Outstandingly level surface gives brilliant printing effects with life-like illustrations. Runs well on spirit duplicators.
- ☐ **HAMMERMILL OFFSET WOVE**
For general purpose offset reproduction: advertising pieces, sales literature, manuals, catalogs.
- ☐ **HAMMERMILL OFFSET VELLUM**
For all kinds of ad-promotion printing. Gives a softer more subtle effect to art work and product illustrations. Also works well with stencil duplicators.
- ☐ **GLOSSETTE COATED OFFSET**
For sharpest reproductions of black and white or colors—type, solids, illustrations. Ideal for bright, sharp spirit duplicator copies. Works well as a spirit master.
- ☐ **DEEPLAKE OFFSET**
A reliable general purpose paper at a very reasonable price. Wove finish.
- ☐ **HAMMERMILL OPAQUE**
Gives extra sparkle to type, solids, illustrations. Tops for two-side printing. Good for extra-quality stencil duplicating with contact dry or paste inks. Vellum finish.

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For index cards, show cards, folders, menus and general advertising. Strong, snappy and easy to use in the typewriter or on the spirit duplicator. Best index paper for any printing.

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For top-quality reproductions of bulletins, scripts, sales letters, other mimeographed messages. Lint-free, with minimum set-off. Gives more than 4,000 readable copies per stencil.

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For clean, sharp, low-cost mimeograph copies. Lies flat, runs fast.

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Gives outstandingly bright, sharp copies of bulletins, reports, invoices. Colors, made with alkali-resistant dyes, are right for Azograph duplicator use.

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For attractive spirit and gelatin duplicated messages at low paper cost.

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For long or short run masters on spirit and gelatin duplicators. Good for offset reproduction proofs.

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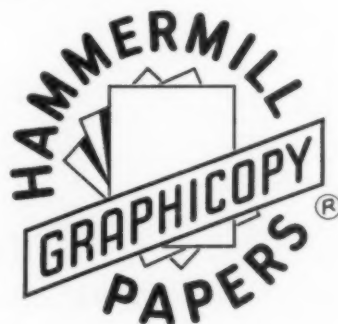
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FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

AS USUAL . . . after the holidays are over and the Christmas decorations are packed away, we make a repeat examination of the hundreds of messages the mailman brought. For some reason, we've gotten into the habit of making a statistical count even though the statistics are practically worthless.

This past season, 75.1% of all messages were "store bought." Only 18.1% of that category (or 16.6% of total) had a religious theme or design. A decrease from previous years. All the rest of stock cards had Santa Claus, holly, bells, etc., designs. 24.9% of total messages were home-tailored . . . all vying with each other for originality. We like best the ones with pictures of family, houses, etc. Personal hand or typewritten messages were added to 23.5% of all the messages (both stock and home designs). Many of those require personal answers . . . sometime when we can get around to it. Hope it will be before next Christmas.

Incidentally, 8.6 % of messages came at third-class postage rate. Didn't seem to cause any delay. Post office service around these parts was super-duper. If we had to pick the best of the packs . . . Jane and Harry Porter's (Cleveland) would win in stock cards, as usual . . . and Margo Venable (Atlanta) would get the home-tailored top award for her beautiful silk screen creation on flocked stock. Only one ingenious family (Mary and Herman Wolf of West Hartford, Conn.), in planning a home-tailored card, used the stunt of emphasizing that 1961 is the only year in the twentieth century (and until 6009) which means exactly the same upside down. Hope that fact is not a portent of an upside down, befuddled year.

At any rate, it's a lot of fun . . . this once-a-year swapping of messages between family and friends. Our only kick . . . wish more people would put their latest address either on envelope or inside piece. We have a heck of a time with our mailing list.

MORE ABOUT CHRISTMAS CARDS: The Barker Greeting Card Company supplied the following statistics to *Management Review*, according to "Between Calls," monthly newsletter of Stanford Paper Company, 1220 Key Highway, Baltimore 30, Md.

About three billion cards went through the mail during the last holiday season. The average family sent 65 cards; the average business concern, 145. The price of the cards was from 1/2¢ to \$5. About 85% cost less than 25¢. More than 300,000,000 man hours were required to address the cards. In aggregate, they weighed 100,000 tons. Some 500,000 people were engaged in the production of Christmas Cards. There were said to be more than 500,000 different designs of just about every conceivable color, size and shape. A big business!

DOGGONE IT! After absorbing the holiday spirit from analyzing Christmas messages, I was hoping that this issue of Scuttlebutt could for once be voted entirely to conversation bits of good tidings and optimistic observa-

tions. But several dark spots turned up and could not go unnoticed. One concerned our continuing crusade against the mail order franchise rackets. Too long a subject to discuss in limited space here. So I've written a separate, two-page, detailed analysis, which may find room in the next issue. Briefly, the Federal Trade Commission has filed a formal complaint against Bernard W. Coates of National Mail Merchandisers, 35 Pleasant St., Dorchester, Massachusetts. Coates is really the granddaddy of all the mail order franchise deals.

He and his numerous mimics since 1946 have induced stupid and inexperienced people to go into the "fabulous mail order business" selling the same franchise which seduced them, or trying to sell nearly worthless products with atrociously prepared direct mail pieces. Federal Trade Commission and Post Office investigators (acting on complaints of hundreds or thousands of people who got stuck) have already scared some of the franchise promoters out of business. Maybe the present action against Coates will mark the beginning of the end for the dubious deals which have plagued the direct mail fraternity for many long, frustrating years.

THE OTHER DARK SPOT concerns the scandal in New York . . . a Federal Grand Jury indictment against a prominent direct mail production concern. I've been more than a little surprised that some of my friends in the field urged me not to pay much attention to the case . . . or hoped that I would treat it lightly. "Less said the better" or "We can't do anything about it until culprits are found guilty" were included in the advice. For Pete's sake . . . that would be a weak-kneed way to face a serious problem. In political circles . . . that attitude would be called "displaying massive unconcern" . . . meanwhile hoping that time will remove the difficulties and the nature of the problem.

How could a discussion here of the problem possibly cause any further damage when news stories about the situation appeared in such papers and magazines as *Wall Street Journal*, *New York Times* (uncounted local papers), *Advertising Age*, *Printers' Ink*, etc.

This is the case: After a thirteen-month investigation by postal inspectors . . . the Federal Grand Jury returned a 100-count indictment against the president of Bruce Richards Corporation (a large New York lettershop), five executive employees of the concern and seven postal employees. It should be remembered by those cautioning "wait and see" that postal inspectors are postal employees. They are hesitant about bringing charges against fellow employees unless there is an airtight case. Their record of convictions is more than 99%. So the very fact that indictable charges have been made is damaging to the direct mail field, no matter when, where and how the case is concluded.

The charges: It is claimed that employees of the firm bribed postal employees to falsify receipts for material delivered for mailing and payment of postage. For a brief hypothetical example: Suppose the mailing concern had

an order from Lever Brothers to prepare a mailing of one million pieces. Instead, only 500 thousand would be prepared. But the receiving postal employees (being bribed) would sign a receipt for one million. The bookkeeping department could then charge the customer for a full million production and postage, and could pocket the whole production and postage cost of 500 thousand pieces. It is claimed that at least \$500,000 was so diverted (with possible variations) in the past 20 months. I feel sorry for all concerned, as it was all so stupid . . . and bound to be exposed.

The postal employees will get the worst of it. Their crime is more serious than just purloining money from the mail. In this case, they have falsified federal government records . . . and the book will be thrown at them.

The most serious aspect of the case is that rumors are flying around New York that postal inspectors are working on two other cases, and there may be more indictments. I know of one case in the Midwest which is being investigated privately.

What's to be done about it? There is no reason to panic. It's always good to get the rotten apples out of the barrel before they can cause further trouble. This case (or cases) won't wreck the lettershop industry. Things may be a whole lot better because of the exposure. It has happened before.

Some of my oldtime contemporaries, like Leonard Raymond, Jim Mosley, Ed Mayer, etc. will remember how we groaned and tore our hair about 28 years ago when there was a terrible scandal about an eastern lettershop (not in New York). That was more serious than the present one, because it involved sex. The proprietors of the lettershop employed beautiful but broadminded girls for sales and office work. The girls deliberately became intimately involved with advertising managers of prominent local businesses which were large direct mail users. Using fear of exposure of extra-marital activities, the proprietors induced the worried manager to okay invoices for two or three times the amount actually mailed. It was a hell of a mess . . . reaching into high social and political circles. But the revelations cleared the atmosphere; caused everyone to tighten up and direct mail, instead of being wrecked, moved merrily onward and upward.

The present case just reflects a loosened watchfulness about an old problem and it can be useful. Here's what I suggest: Don't panic and start looking with suspicion at your own contacts. Instead of avoiding the subject of dishonesty . . . lettershop and customer should discuss frankly the whole problem of accurate counts.

For example, the Mail Advertising Service Assn., 55 W. 42nd St., New York 36, N. Y. has a three-page mimeographed instruction sheet outlining an extreme detail the policies and procedures all members have agreed upon for handling customers' postage disbursements and for assuring accuracy in counts of mailings. I don't know whether members in New York and nationally plan to issue copies to customers, but they should. If not, I think all provisions of this MASA policy declaration should be discussed individually with customers. If followed conscientiously . . . there could be little possibility of fraud. The Post Office Department can eliminate the possibility of employee collusion by frequently rotating platform or receiving clerks.

If any of you large mailers have any doubts about postage handling and if your lettershop doesn't have a copy of the worksheet, perhaps Felix Tyroler can supply

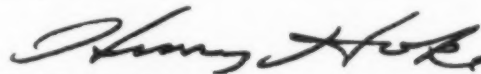
you with a copy if you write him at MASA N. Y. headquarters. At any rate, I hope that frank and open discussion will wipe away the scars caused by the tragic New York lettershop scandal.

SPEAKING OF SCANDALS . . . we understand the Securities and Exchange Commission is going after registered investment advisers who are engaged in illegal touting of securities promoted through market newsletters, which are in turn promoted by direct mail. The old racket . . . promoter buying stocks low, then touting through advisory letters; unloading at a profit when prices rise.

WONDER WHO THOUGHT UP the idea of having a five-year, 100th anniversary celebration of the start of the Civil War? Flag manufacturers? Book publishers? Whole idea seems stupid. We have a lot more important things to worry about than resurrecting hatreds, confusion and bloodshed of a century ago. Especially right now when we are struggling again to uphold respect for the Constitution and for the dignity of the law. I, for one, will look with displeasure on any direct mail promotion which attempts to tie in with the revival of Civil War hatreds.

NEXT TIME you hear a politician rant and rave against the Supreme Court or threaten to fight to the death against "federal interference" in the states sovereign and sole right to regulate school operation . . . remember this argument: If states rights on education are so sacred . . . why do the six most belligerent southern states accept federal aid for their public colleges and universities? Here are the figures for the last available year (1958): Alabama, white institutions \$4,003,454. Negro institutions \$34,952; Florida, \$3,662,408 and \$43,022; Georgia \$4,812,048 and \$34,557; Louisiana \$2,933,830 and \$41,053; Mississippi \$3,535,663 and \$49,118; and South Carolina \$2,356,581 and \$45,559. (These do not include aid given through the Veterans Administration.

That figures Federal aid of about \$21½ million for white schools and \$254 thousand for Negro schools in just six southern states. I get sick of hearing the sanctimonious spouting of governors and legislators in Georgia, Louisiana and other rebellious spots. When will they wake up to the inevitability of change . . . the certainty that the downtrodden of the world will finally win their struggle for equality of opportunity and the better things of life?



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P.S.

What the future holds on the postal rate battlefield is . . . uncertain. The retiring President continued to ask for increased rates in final budget message. We'll just have to wait and see how President Kennedy and Postmaster General Day feel about it. Perhaps Senators Johnson and Carlson will finally win their fight to have public services and outright subsidies definitely set aside and paid for out of taxes. Then the commercial users won't have anything to complain about . . . provided the bookkeeping is accurate. Let's hope the word "deficit" will disappear from all discussions of the Post Office Department.



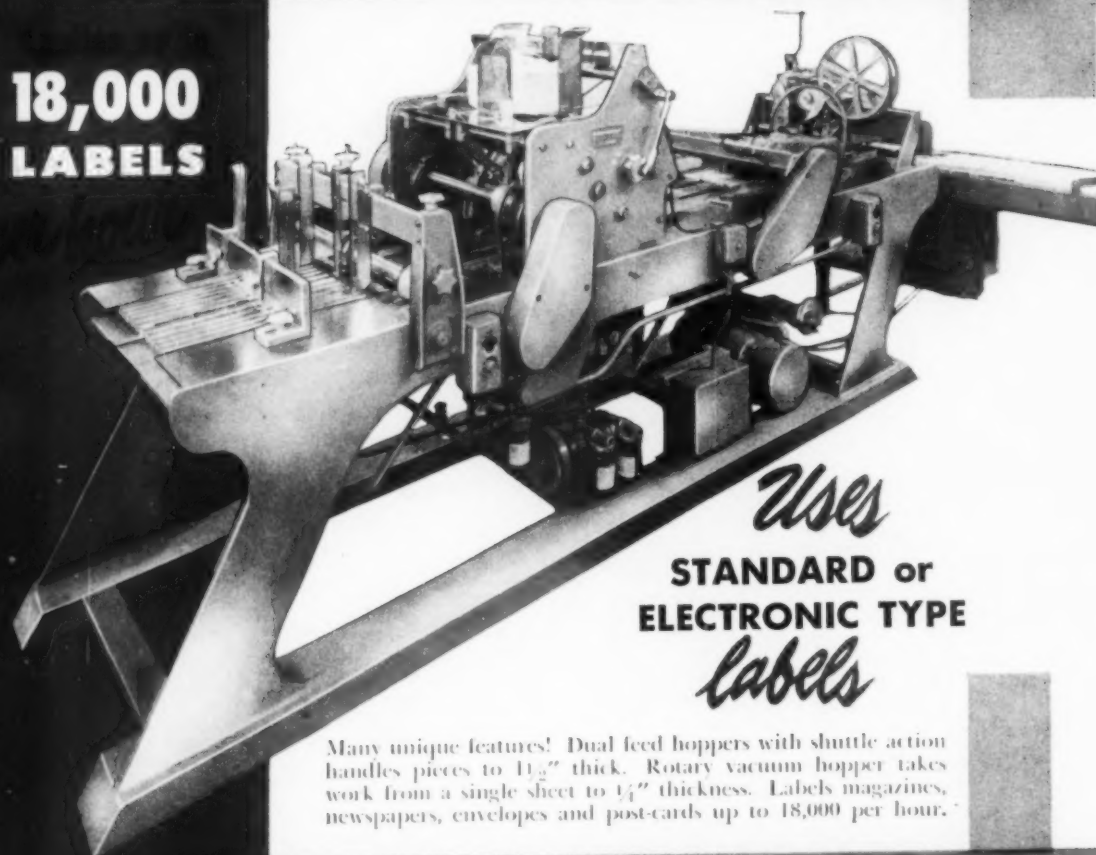
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